

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	HTM4346
<b>Subject Title</b>	Special Events Project II
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Special Events Project I
<b>Objectives</b>	HTM4345 Special Events Project I is inter-related with HTM4346 Special Events Project II, and spread over two semesters working for a one single project. Both two subjects are also capstone subjects which allow students to develop practical special events projects by applying concepts of planning, organization and management learnt from previous related subjects. Students need to integrate and synthesize the resources, staff, time, costs, specific skills and steps to complete innovative events projects and culminate in an in-depth analysis of the project's performance.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b> Students will be able to <i>demonstrate</i> the knowledge and intellectual skills needed for operational competence (professional, business, human, management and social skills) in special events operations.</p> <p><b>B. Critical Thinkers</b> Students will be able to <i>discuss and explain</i> how various systems respond to business and customer needs and requirements and <i>apply</i> the concept of events planning to a range of menus for differing meal experiences and organizations.</p> <p>Students will also be able to display <b>creative and analytical skills</b> in managing events assignments.</p> <p><b>C. Effective Communicators</b> Students will be able to <i>appraise</i> the work of the other management teams by effective communication mechanisms such as regular meetings and reporting and combining their efforts to meet the project's objectives.</p> <p>Student will be able to <i>communicate and react</i> proactively to the stakeholders in the hospitality and tourism industry in the area of special events management.</p>

	<p><b>D. Innovative Problem Solvers</b> Students will be able to <b>analyze and critique</b> existing and proposed meetings, and <b>justify</b> solutions to inherent problems.</p> <p><b>E. Lifelong Learners</b> Students will also be able to <i>develop</i> and <i>demonstrate</i> the principles of effective management and supervision such as planning, organization, directing and controlling all available resources in order to achieve the stated objectives.</p> <p><b>F. Ethical Leaders</b> Student will be able to <i>apply</i> knowledge/concepts of special events management to real world situations in individual and team-based work.</p>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p><b>Key topics to be addressed in this subject (Subject to regular update)</b></p> <ol style="list-style-type: none"> <li><b>1. Project Theme and Concept Development</b> Management activities and setting objectives</li> <li><b>2. Planning and Management Process</b> Elements of the events management process, overall structure and timelines</li> <li><b>3. Budgeting</b> Determine financial objectives, prepare and manage a budget, develop financial procedures and prepare financial reports, determine funding sources</li> <li><b>4. Programme Development</b> Sequence of program elements, creative social programs, selection of speakers research</li> <li><b>5. Negotiations and Contracts</b> Negotiate and finalize contracts, complete contractual agreements and monitor contracts</li> <li><b>6. Risk Management</b> Evaluate the level of risk and plan appropriate responses and responsibilities</li> <li><b>7. Marketing and Media</b> Apply marketing principles and strategies, understand various target audiences and assess their needs to develop promotion plan, budget, and tools</li> <li><b>8. Registration</b> Registration system, policies, and package development, on-site management</li> <li><b>9. On-site Logistics</b> Construct working operations manual, develop transportation plan and traffic flow, determine F&amp;B and equipment requirements, pre and post</li> </ol>

	<p>events meetings</p> <p><b>10. Technologies</b> Appropriate technology for the events elements</p> <p><b>11. VIP Arrangement</b> Protocol guidelines establishment</p> <p><b>12. Human Resources</b> Manpower forecast and management, professional conduct and volunteer management</p> <p><b>13. Project Evaluation</b> Overall project evaluation and management review</p>																																						
<p><b>Teaching/Learning Methodology</b></p>	<p><b>Interactive Lectures</b> with discussions in class and illustration of real cases will be used. This approach emphasizes student-centered activities.</p> <p>A series of operations-related <b>Seminars and workshops</b> will be integrated in a logical progression from events operational principles through to their practical application.</p> <p><b>Guest speaker or speakers</b> will be invited to give seminars on specific issues related to events management in order to enhance students' understanding of the theories learnt and their applications. Guest speakers will also comment and give suggestions on students' ideas and plans.</p> <p><b>Field trip</b> may be used to allow students to have an appreciation of events operation and relate it to relevant theories studied in the classroom that can be applied to the project.</p> <p><b>Experiential Learning</b> will allow students to plan, organize, and manage a special events project, and experience the effect of managerial decisions on staff and operational performance.</p> <p><b>Group and Peer Learning</b> will allow students to analyze and evaluate special events operations through learning from other students and by working in teams to identify roles, and in discussion and agreement.</p>																																						
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>Learning Portfolio (Individual)</td> <td>40%</td> <td>√</td> <td></td> <td></td> <td></td> <td>√</td> <td></td> </tr> <tr> <td>Presentations (Group)</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>Written Plans and Report (Group)</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	Learning Portfolio (Individual)	40%	√				√		Presentations (Group)	20%	√	√	√	√		√	Written Plans and Report (Group)	40%	√	√	√	√	√	√
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	Total	100 %	
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p>			
<p><u>Learning Portfolio</u>: To assess students’ ability to identify problems throughout the real live practicum, search out alternatives and selection of suitable solutions to the problems during the operations planning and processes. Marks will be given based on performance in the following areas:</p> <ul style="list-style-type: none"> <li>□ Organizing of work and team cooperation,</li> <li>□ Applied knowledge and skills in leadership and management in the operations,</li> <li>□ Efficiency and efficacy in fully utilizing existing and potential resources,</li> <li>□ Creativity and innovation in special events management,</li> <li>□ Negotiation and communication during the practicum.</li> </ul>			
<p>Student is required to use a learning portfolio to document the process of learning and practicum throughout the project.</p>			
<p><u>Presentations</u>: The presentations validate their understanding and demonstrate their presentation skills and enhance their teamwork and cooperation in completing a project. Peers from other teams will evaluate their presentation, communication and intellectual skills. Students’ abilities and professional skills as an events manager will be further refined through the practice of presentation.</p>			
<p><u>Written Plans and Report</u>: To assess students’ ability to research materials and organize the resources as well as the skills in presenting their ideas by submission of written plans and proposal presentations, students would be assessed on their knowledge and understanding of project management, time management, logistics management, customer care skills, salesmanship and selecting the appropriate systems and strategies for types of events operation. To assess students’ on their analysis and evaluation skills in the business project according to their teamwork in planning, finance, programming, and promotion. Evidences of their analysis and evaluation skills shall be in the form of a written report and a group presentation.</p>			
	<ul style="list-style-type: none"> <li>▪ Lecture</li> </ul>	14 Hrs.	
	<ul style="list-style-type: none"> <li>▪ Seminar/ Workshop</li> </ul>	24 Hrs.	
	<ul style="list-style-type: none"> <li>▪ Experiential Learning</li> </ul>	70 Hrs.	
	Other student study effort:		
	<ul style="list-style-type: none"> <li>▪ Client Visits</li> </ul>	4 Hrs.	
	<ul style="list-style-type: none"> <li>▪ Committee Meetings</li> </ul>	30 Hrs.	
	<ul style="list-style-type: none"> <li>▪ Report and Assignment</li> </ul>	10 Hrs.	

	Total student study effort	152 Hrs.
<b>Reading List and References</b>	<p><b>SUGGESTED READINGS</b></p> <p>Davidson, R. (2003). <i>Business Travel</i>. Pearson Education, London.</p> <p>Lawson, F. (2000). <i>Congress, convention and exhibition facilities: Planning, design and management</i>, London: Architectural Press.</p> <p>McCabe, V. et al. (2000). <i>The business and management of conventions</i>. Milton, Qld., Wiley &amp; Sons.</p> <p>PCMA (2006). <i>Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events 5<sup>th</sup> Ed.</i>, Iowa: Kendall/Hunt</p> <p>Rogers, Tony (2008). <i>Conferences and Conventions: A Global Industry 2<sup>nd</sup> Ed.</i>, Oxford: Elsevier Ltd.</p> <p>Berridge, Graham (2007). <i>Events Design and Experience</i>, Oxford: Butterworth-Heinemann</p> <p>Tum, J., Norton, P., and Wright, J. N. (2006). <i>Management of Events Operations</i>, Oxford: Butterworth-Heinemann</p> <p><b>General Texts on Events and Meetings Management</b></p> <p>Bowdin, G. et al (2006). <i>Events Management 2<sup>nd</sup> Ed.</i>, Oxford: Butterworth-Heinemann</p> <p>Fenich, George G. (2008). <i>Meetings, Expositions, Events, Conventions: An Introduction to the Industry 2<sup>nd</sup> Ed.</i>, New Jersey: Pearson International Education</p> <p>Getz, D. (2006). <i>Events Management and Events Tourism 2<sup>nd</sup> Ed.</i>, New York: Cognizant Communication Corp.</p> <p>Jones, J. E. (1984). <i>Meeting Management: A Professional Approach</i>. 2nd ed. Stamford, CT: Bayard Publications.</p> <p>Price, C. H. (1999). <i>The Complete Guide to Professional Meeting and Events Coordination</i>. Washington, D.C.: George Washington University</p> <p>Bonn, Mark A., and Jane N. Boyd. (1992). A multivariate analysis of corporate meeting planner perceptions of Caribbean destinations. <i>Journal of Travel &amp; Tourism Marketing</i>, 1 (3):1-23.</p> <p>Chacko, H.E., and G.G. Fenich. 2000. Determining the importance of US convention destination attributes. <i>Journal of Vacation Marketing</i> 6</p>	

(3):211-220.

Clark, J.D., M.R. Evans, and B.J. Knutson. 1997. Selecting a site for an association convention: An exploratory look at the types of power used by committee members to influence decisions. *Journal of Hospitality & Leisure Marketing* 5 (1):81-93.

Crouch, Geoffrey I., and J.R. Brent Ritchie. 1998. Convention site selection research: A review, conceptual model, and propositional framework. *Journal of Convention & Exhibition Management* 1 (1):49-69.

Go, Frank M., and Robert Govers. 1999. The Asian perspective: Which international conference destinations in Asia are the most competitive? *Journal of Convention & Exhibition Management* 1 (4):37-50.

Oppermann, Martin. 1996a. Convention cities - Images and changing fortunes. *Journal of Tourism Studies* 7 (1):10-19.

Oppermann, Martin. 1996b. Convention destination images: Analysis of association meeting planners' perceptions. *Tourism Management* 17 (3):175-182.

Oppermann, Martin, and Kye-Sung Chon. 1997. Convention participation decision-making process. *Annals of Tourism Research* 24 (1):178-191.

Upchurch, Randall S., Gang-hoan Jeong, Christine Clements, and Inhoan Jung. 1999. Meeting planners' perceptions of site selection characteristics: The case of Seoul, Korea. *Journal of Convention & Exhibition Management* 2 (1):15-35

#### **Academic Journals**

- Events Management
- Annals of Tourism Research
- Tourism Management
- International Journal of Hospitality Management
- Cornell Hotel and Restaurant Administration Quarterly
- Journal of Convention and Exhibition Management
- Journal of Convention and Events Management
- Meetings and Incentive Travel
- Meeting News
- Successful Meetings
- Association Meetings
- CEI Asia Pacific

Meetings and Convention Asia Pacific