PLYMOUTH MARJON UNIVERSITY

Module Descriptor
Definitive Document

Module Code	HTMH06
Version	(completed by QASU)
Module Title	Managing Events
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100083
Academic Level (FHEQ)	6
Study Period	2
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- Event execution and on-site management.
- The execution of the event concept.
- Putting the event plans into operation.
- Managing the on-site team of professionals and responding to any issues that might arise.
- Coordinating vendors, managing schedules, and handling last minute changes.
- Assessing the overall success of the event and gathering feedback.
- Reviewing key performance indicators, such as attendee satisfaction, engagement levels and achievement of event objectives.
- Attendee support procedures.
- The wrap-up phase of the event.

Teaching and Learning Experience

Lectures
Seminars
Guest Speaker
Industry Visits
1-2-1 Tutorials
Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)
On successful completion of this module students will be able to:

1. Analyse the significance of the attendee support procedures and on-site management requirements when putting the event plan into operation.
2. Compare key performance indicators to measure attendee engagement and achievement of event objectives.
3. Prepare a checklist for the successful and memorable event.
4. Evaluate factors to be considered during wrap phase of the event.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Panel Debate	50%	1, 2
Group Presentation	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts:
Karen Lindsey, *Planning and Managing a Corporate Event*, How to Books, 2011. Liz Quick, *Managing Events*, Sage Publications Ltd, 2020.

Supplementary Texts:
D G Conway, *The Event Manager's Bible*, Robinson, 2019.

Glenn A J Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell, *Events Management*, Routledge, 2023.

Other sources
Students will be directed to additional sources, including journals and websites, as appropriate.