

MODULE SPECIFICATION

Code: UMKCYT-15-M **Title:** Staging and Evaluation of Events **Version:** 1

Level: M **UWE credit rating:** 15 **ECTS credit rating:** 7.5

Module type: Standard

Owning Faculty: FBL **Field:** Marketing

Faculty Committee approval: QMAC **Date:**

Valid from: 1 September 2011 **Discontinued from:**

Contributes towards:

MSc Events Management
MSc Events Management (Sport)
MSc Events Management (Conferences and Exhibitions)
MSc Events Management (Arts and Culture)

Pre-requisites: None

Co-requisites: None

Excluded combinations:

Aim of module

This module aims to equip students with knowledge and understanding of the challenges and responsibilities of managing a range of resources to stage events and festivals. In the module, students learn about designing the event experience to meet the diverse needs of participants and spectators. Acknowledging the specific cultural and business characteristics of events and festivals, the focus is on developing a critical understanding of their operation using an inter-disciplinary approach. The importance of evaluating and monitoring events with regard to the customer experience is also considered. Case studies drawn from different sectors of the events industry will be utilised to apply relevant concepts and theories.

Learning outcomes:

On successful completion of this module students will be able to:

- demonstrate understanding of the nature and meaning of events and to critically evaluate the 'event experience' in relation to meeting the needs of different stakeholders [Components A and B];
- explain and critique theories and concepts drawn from service operations and events management and discuss their application in the context of managing resources to stage successful events; [Components A and B]
- demonstrate knowledge and understanding of the legal and ethical responsibilities of staging events sustainably in different countries and communities [Component B];
- understand and apply a range of relevant theories in the evaluation, monitoring and measurement of the economic, social and/or environmental impacts of different types of events [Components A and B]

- analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events and festivals [Component A].

In addition, the educational experience may explore, develop, and practise but not formally discretely assess the following:

- Time management skills;
- Effectiveness at working independently;
- Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Syllabus outline:

- Analysing the role of events and festivals in diverse communities
- Applying design and production techniques in the creation of the 'event experience' with reference to a range of specific audiences and contexts
- Challenges of managing diversity in staging events and festivals
- Analysing the diverse needs of event participants
- Service operations management
- Managing events: people management, fiscal management, event logistics
- Legal and ethical responsibilities in staging events
- Evaluating service quality and customer satisfaction
- Evaluating the economic, social and environmental impacts of events
- Event monitoring, performance indicators and event benchmarks
- Staging successful events – analysis of case studies

Teaching and learning methods:

Learning in the module is achieved through a combination of lectures, guest speakers, discussions and independent study. The weekly classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a range of participative activities, through the use of problem-based learning, drawing on case studies and problem solving scenarios and through group discussion of relevant theories and concepts. The sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely and students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.

The following list is provided for validation panels/accrediting bodies as an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on what to read will be available via other, more frequently updated mechanisms.

Indicative Reading List:

Allen, J. (2005) *Festival and Special Event Management* 3rd ed., Milton, Qld.: John Wiley

Baum, T. (2009) *People and Work in Events and Conventions: a Research Perspective*. Wallingford: CABI

Berridge, G. (2007) *Events Design and Experience*, Oxford: Butterworth Heinemann

Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011). *Events Management*, 3rd ed. Oxford: Butterworth-Heinemann.

Carter, P. (2009) *The Complete Special Events Handbook*, London: Directory of Social Change

Mallen, C. and Adams, L. J. (2008) (eds.) *Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions*, Oxford: Butterworth-Heinemann

Masterman, G. and Wood, E. H. (2006) *Innovative Marketing Communications: Strategies for the Events Industry*, Oxford: Butterworth-Heinemann

Tassiopoulos, D. (2010) (ed.) *Events Management: a Developmental and Managerial Approach*, 3rd ed., Claremont: Juta

Van der Wagen, L. (2007) *Human Resource Management for Events: Managing the Event Workforce*, Oxford: Butterworth-Heinemann

Waites, N. (2008) (ed.) *The Community Planning Event Manual: How to Use Collaborative Planning and Urban Design Events to Improve your Environment*, London : Earthscan [electronic book]

Assessment

The summative assessment for this module takes the form of two components. Component B will require the students to critically analyse the events experience with reference to concepts and theories covered in the module. Students will be allowed to choose their event or festival subject to approval by the Module Leader and will submit their work as a report. Component A will take the form of a case study examination which will enable the student to demonstrate their ability to apply theories learnt in the module.

Weighting between components A and B (standard modules only) A: 60% B: 40%

The Final Assessment is Component A

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element

1 Exam (2 hours)

Element weighting

100%

Component B

Description of each element

1 Report 1500 words

Element weighting

100%

Second Assessment Opportunity (further attendance at taught classes is required)

Component A

Description of each element

1 Exam (2 Hours)

Element weighting

100%

Component B

Description of each element

1 Report 1500 words

Element weighting

100%

Specification confirmed byDate

.....

(Associate Dean/Programme Director)