



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Events and Festivals: Planning and Management				
Module Code	UMKDBM-15-M	Level	M	Version	1
Owning Faculty	Business and Law	Field	Marketing		
Contributes towards	MSc Events Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites		
Excluded Combinations	Conferences and Exhibitions: Planning and Management UMKCYS-15-M Arts and Culture: Policy and Practice UACAHQ-15-M Sports Event Management UMMCNB-15-M		Module Entry requirements		
Valid From	September 2012		Valid to		

CAP Approval Date	26/7/12
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to: On successful completion of this module students will be able to ...</p> <ul style="list-style-type: none"> • Critically assess socio-cultural/economic/political benefits and impacts of staging festivals and events with reference to their local and global environments [Components A and B] • Analyse the role of relevant policy and strategy in influencing the planning of a variety of events and festivals [Components A and B] • Develop and creatively apply event planning and design principles in the context of events and festivals [Components A and B] • Explain and critique theories and concepts drawn from events management and discuss their application in the context of organising events and festivals [Components A and B] • Demonstrate a critical understanding of risk management issues in the context of planning and operation of events and festivals [Components A and B]

	<ul style="list-style-type: none"> Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address the challenges of planning and organising events and festivals [Components A and B] <p>All the above learning outcomes are formally assessed through components A and B of the assessment. In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Strategic analysis of the nature, structure, composition and function of the events and festivals sectors in diverse regional, national and international contexts; Conceptualising and planning for different types of event and/or festival incorporating critical analysis of policy context, communities, stakeholders, planning cycle, and bidding; Accessing funding for events and festivals: private, public and sponsorship sources and bidding processes; Evaluation of socio-cultural, economic, environmental and political benefits and impacts of events and festivals, including their role in regeneration; Risk management for events and festivals: financial, legal and ethical safeguards required; Event impact assessment measures, performance indicators and methods of assessment; Event management and logistics - including health and safety guidance and practice; Designing and promotion of the Event Experience – the importance of innovation and creativity.
Contact Hours/Scheduled Hours	<p>Learning in the module is achieved through a combination of class-based activity, Problem-Based Learning (PBL) activities, student-led discussions and independent study. There are classroom sessions (or equivalent site visit activities) for two hours each week over 12 weeks and these are designed to actively support the development of independent learning strategies by the students.</p>
Teaching and Learning Methods	<p>The lecture sessions combine formal lecturing with a range of participative activities, such as case studies, problem solving activities and group discussion of relevant theories and concepts. Subject to availability guest speakers and site visits will form an integral part of the teaching and learning on the module. 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.</p>
Reading Strategy	<p>Students are not expected to purchase a core text for this module, inasmuch as there is no one textbook available on the market that covers the full spectrum of planning and management of events and festivals. Instead, they will be provided with a set of essential readings specific to each issue addressed in the learning and teaching programme, which they are expected to consult throughout the duration of the module.</p> <p>Further reading will be required to supplement the above, with the purpose of ensuring that students are familiar with original and state-of-the art works of relevance. A list of readings to accompany each contact session will be uploaded to Blackboard, but students are also expected to use their initiative in selecting literature that is appropriate to their studies. To this end, they will receive training in the use of the library catalogue, bibliographic databases and other electronic resources, as part of their induction.</p>

Indicative Reading List	<p>The following list is offered to provide validation panels/accrediting bodies with 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 readings will be available via other more frequently updated mechanisms.</p> <p>Indicative Reading List</p> <p>Allen, J. (2005) <i>Festival and Special Event Management</i> 3rd ed., Milton, Qld.: John Wiley</p> <p>Allen, J., O'Toole, W., McDonnell, I. and Harris, R. (Current Edition) <i>Festivals and Special Event Management</i>, 2nd Ed. Australia: Wiley</p> <p>Berridge, G. (2007) <i>Events Design and Experience</i>, Oxford: Butterworth Heinemann</p> <p>Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011). <i>Events Management</i>, 3rd ed. Oxford: Butterworth-Heinemann.</p> <p>Davidson, R. and Rogers, T. (2006) <i>Marketing Destinations and Venues for Conferences, Conventions and Business Events</i>, London: Elsevier</p> <p>Fleming, S. and Jordan, F. (2006) (eds.) <i>Events and festivals: Education, Impacts and Experiences</i>. Eastbourne: LSA Publications.</p> <p>Getz, D. (Current edition) <i>Event Studies: Theory, Research and Policy for Planned Events</i>, Oxford: Butterworth Heinemann</p> <p>Kilkenny, S. (2006) <i>The Complete Guide to Successful Event Planning</i>, Ocala, Fla.: Atlantic Pub. Group</p> <p>Raj, R. and Musgrave, J. (eds) (2009) <i>Event Management and Sustainability</i>, Wallingford: CABI</p> <p>Rogers, T. (2007) <i>Conferences and Conventions: a Global Industry</i>, 2nd ed., Oxford: Butterworth Heinemann</p> <p>Rutherford Silvers, J. (2008) <i>Risk Management for Meetings and Events</i>, Oxford: Butterworth Heinemann</p> <p>Tum, J., Norton, P. and Nevan Wright, J. (2006) <i>The Management of Event Operations</i>, Oxford: Butterworth-Heinemann</p> <p>Waites, N. (2008) (ed.) <i>The Community Planning Event Manual: How to Use Collaborative Planning and Urban Design Events to Improve your Environment</i>, London: Earthscan [electronic book]</p>
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Part 3: Assessment	
Assessment Strategy	<p>The assignment (component B) will require students to devise a plan for a new event or festival. In planning the event students are required to critically analyse the range of issues which might be included in such a plan. It is expected that the plan will include details which reflect the nature of the taught content of the module and will be presented in report format.</p> <p>The presentation (component A) will act as a 'pitching event' for the event plan. Students will be expected to justify the plan which they have submitted in relation to relevant policy and theory. The practical implications of their decisions will be discussed.</p>

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Presentation	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Report 2500 words	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Presentation	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Report 2500 words	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		