

MAM 706: Festivals and Special Events

George Mason University
College of Visual and Performing Arts
Master of Arts Management Program
Spring 2009
3 credit hours
W 7:20-10:00pm, Innovation Hall 136

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* Calls accepted until 10pm
Office Hours: W 5:30-7:00pm
Jazzman's Café, Johnson Center Ground Floor
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Required Text

Special Events: The Roots and Wings of Celebration, Joe Jeff Goldblatt, CSEP, 5th edition, 2008.

Course Description

706 Festivals and Special Events (3:3:0). *Prerequisite: admission to arts management program or permission of instructor.* Technical aspects of events and festival management. Topics such as cultural understanding, tourism, sponsorship, fund raising and development, logistics of scheduling and contracts, and the relationship to larger venues, marketing and sales, and budgeting.

Course Rationale

Special Events as a profession has grown exponentially in the past decade, and has emerged as an integral part of non- and for-profit organizations. In accordance with the Master of Arts Management mission to give students the tools to coordinate the life of arts organizations, the Festivals and Special Events course will give students the skills to understand, create, and manage events that will support their organizations' missions.

Course Objectives

At the conclusion of the course, students will ...

- understand and be able to apply the concepts in the five-step Event Leadership Process in planning successful events
- expand their knowledge of different types of special events and festivals, and know when to apply a specific form to a given event goal
- understand the role of festivals and special events and their impact on cultural tourism and the economy
- identify the major industry associations, certifications, and continuing education opportunities
- develop hands-on event experience
- develop skills in marketing and risk management
- understand and be able to negotiate contracts and agreements
- develop a greater understanding of local event vendors
- merge skills from other MAM courses including fundraising, public relations and marketing, management, and finance

Evaluation Process

The semester grade is based on a 1000 point scale that breaks down as follows:

Class Participation	150 points	Midterm Exam	250 points
Weekly Assignments	200 points	Final Project	300 points
Practicum Hours	100 points		

Class Participation

Students are expected to have done the reading prior to each class and contribute to class discussion. Participation points cannot be made up in the event of an unexcused absence. Full participation points can be earned by arriving to class on time and not departing early, voluntarily contributing to questions directed at the whole class, and responding to individual questions.

Weekly Assignments

At the conclusion of each class, students will be assigned a brief assignment based on the current week's topic for presentation at the start of the following class. Weeklies may take the form of short research-based assignments, creative projects, or other assignments to further develop the concepts discussed in class.

Practicum Hours

Event Leadership concepts are best learned when put into practice. Through the course of the semester, students must accumulate 10 hours of practicum experience with arts organizations, vendors, or other event leaders to enhance their studies. Current employment may not count toward practicum hours. Although opportunities for practicum hours will be announced in class, students must take responsibility for seeking out hours. A tracking sheet will be distributed in class. *Practicum hours and applicable paperwork are due during the Final Exam slot on Monday, May 11, 2009.*

Midterm Exam

The Midterm Exam will take the form of short answer and essay questions, and will cover the five phase Event Leadership Process.

Final Project

For the Final Project, students will plan a real or fictitious event for an arts organization, utilizing the skills learned in this course and incorporating skills from other MAM core courses. A detailed project sheet and grading scale for the Final Project will be distributed later in the semester.

Grading Scale

A+	97-100
A	94-96
A-	90-93
B+	87-89
B	84-86
B-	80-83
C	70-79
F	Below 69

Attendance Policy

Since we only meet once a week, regular attendance is essential to successfully complete the course objectives. In-class assignments, participation points, and presentations may not be made up outside of class. Students will know presentation dates in advance and are expected to be present and prepared. Excessive unexcused tardies or absences will result in a lowering of the final semester grade.

Additional Course Policies

Assignments and Due Dates

All homework assignments are due at the beginning of class, in hard copy format. I will not accept electronic submissions without prior approval. Failure to appear in class on the day of a scheduled presentation will result in failure of the presentation, unless I have approved the absence *in advance* and an alternate presentation date has been set.

Communication

Mason uses electronic mail to provide official information to students. Students are responsible for the content of university communication sent to their Mason email account and are required to activate that account and check it regularly. I will only use Mason email accounts for class communications.

Incomplete Grades

An incomplete grade (IN) is used only if a student requests it in writing. An IN counts as a failing grade until completed, and it automatically turns into an F if a grade is not turned in by the deadline in the Schedule of Classes.

Plagiarism

In accordance with the George Mason University Honor Code, plagiarism of any kind will not be tolerated. Taking someone else's words or ideas and passing them off as your own without proper citation is prohibited. Please see me if you have questions about how to properly cite another's words within your own work. Plagiarism is a serious offense; students caught doing so will automatically receive a failing grade for the assignment(s). To read more about the Honor Code, please visit http://www.gmu.edu/catalog/apolicies/#honor_system_and_code.

Professional Behavior and Respect

Please be sure that all mobile phones, iPods, and other communication/entertainment devices are turned OFF before class begins, and at the conclusion of any in-class breaks. Students text messaging or otherwise not paying attention during class will be asked to leave. * As we meet just once per week, our time in class is precious; please take care of all personal business before class begins. * Be prepared for class – that is, bring pen or pencil and a notebook, as well as any readings assigned. * Special Events are collaborative in nature; please respect one another's ideas and questions by paying attention and listening. Participate fully in class discussion and exercises, and be respectful of other students' learning processes. * To maintain the quality of the classroom, no food or drinks are allowed except for instructional purposes. Water and other beverages are permitted in closed containers only. Please remove all trash at the conclusion of class.

Research Sources

Please use critical sources – essays or articles appearing in peer-reviewed professional journals – in your research. Although the Internet is a useful information-locating tool, websites such as Wikipedia should be used for this purpose only, rather than primary research materials.

Students with Disabilities

If you are a student with a disability and you need academic accommodations, please see me at the start of the semester and contact the Disability Resource Center (DRC) at 703.993.2474. Students must inform me at the beginning of the semester, and the specific accommodation will be arranged through the DRC.

Written Component Format

All written components should be typed, double-spaced, in a standard 10-12 point font (Times, Times New Roman, Arial, Arial Narrow – NO Courier or Courier New!) with 1-inch margins all around. Include, single-spaced, your name, course number, and date in the top left or right hand corner of the first page. Be sure that your pages are numbered. Indent new paragraphs rather than double spacing an extra space between them. Use proper MLA citations with a Works Cited page when appropriate.

Course Outline

Please note: This Course Outline is subject to modification by the instructor with advance notice.

<u>DATE</u>	<u>TOPICS COVERED</u>	<u>ASSIGNMENT DUE</u>
W January 21	Introduction to Course, Roots of Celebration: Chapter 1	
W January 28	Research: Preparing for the Event Plan	Chapter 2
W February 4	Design: Developing the Event Plan	Chapter 3
W February 11	Planning: Administration and Budget	Chapters 4-5
W February 18	Coordination: Working with Vendors	Chapters 6-7
W February 25	Coordination: Event Marketing and PR	Chapters 8-9
W March 4	Coordination: Risk Management Evaluation: Review and improve	Chapters 10-11
W March 11	Spring Break: No class	
W March 18	Midterm Exam	
W March 25	Introduction to Festivals and Specialty Events	<i>tba</i>
W April 1	Eco-conscious Events: Guest Speaker, Lori Hill, lori hill event productions	<i>tba</i>
W April 8	Fundraising Events	<i>tba</i>
W April 15	Festivals: Mason Festival of the Arts	<i>tba</i>
W April 22	Festivals: Guest Lecturer	<i>tba</i>
W April 29	Final Project preparations and class conclusion	
M May 11	Final Exam 7:30pm-10:30pm	Final Projects Due