

AMGT 706: Festivals and Special Events

George Mason University
 College of Visual and Performing Arts
 Master of Arts Management Program
 Spring 2012: 3 credit hours
 TH 7:20-10:00pm, Arlington: Founders Hall 318

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Required Text

- *Special Events: A New Generation and the Next Frontier*, Dr. Joe Goldblatt, CSEP, 6th edition, 2011. Textbook is available at the GMU bookstore. Also available as an e-book.
- All students will be required to keep a Creativity Journal (black and white composition book) throughout the semester for work both in and outside of class. The Journal will be collected twice during the semester.

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
- 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 AMGT 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	100 points	Creativity Journal	100 points
Weekly/In-Class Assignments	250 points	Check-In Quizzes (3)	150 points (50 each)
Practicum Hours	100 points	Final Project	300 points

Attendance Policy

Since we meet only 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. Each student is permitted one "excused" absence per semester. Excessive unexcused tardies or absences will result in a lowering of the final semester grade.

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 Thursday, May 10, 2010.**

Check-In Quizzes

Each Check-In Quiz will take the form of short answer and multiple choice questions, covering assigned readings and material discussed in class up to that point. Yes, this means they are cumulative.

Final Project

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

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. 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) 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 necessary.

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>READING DUE</u>
TH January 26	Introduction to Course Overview of Special Events: Chapter 1	
TH February 2	Research: Preparing for the Event Plan	Chapter 2
TH February 9	Design: Developing the Event Plan	Chapter 3
TH February 16	Design: (continued) Planning: Administration	Quiz 1 Chapter 4
TH February 23	Planning: Budgeting, Risk Management, Ethics	Chapter 5, 11, 12
TH March 1	Guest Lecture: Fundraising Events and Corporate Social Responsibility Lindsey Rosenthal, Events for Good	Chapter 13
TH March 8	Field Trip: Party Rental DC Showroom 16 th and K Streets, NW	Creativity Journals Due #1
TH March 15	Spring Break: No class	
TH March 22	Coordination: Décor and Catering	Chapter 7 Quiz 2
TH March 29	Coordination: Audiovisual, Lighting, Projection	Chapter 8
TH April 5	Coordination: The Production Schedule	
TH April 12	Case Studies: DC Arts Events and Auctions Panel Discussion	
TH April 19	Event Marketing and PR	Chapter 9-10
TH April 26	Technology in Events	Chapter 14 Quiz 3
TH May 3	Final Project Presentation rehearsal	Creativity Journals Due #2
TH May 10 7:30pm-10:15pm	Final Exam: Final Project Presentations	Final Projects Due Practicum Due

Other important dates:

Tuesday, January 31 – Last day to add

Friday, February 24 – Last day to drop