# Event Planning & Management Course No. 34052 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: Restaurant and Event Management (12.0504); Travel and Tourism (52.0901)

Course Description: **Technical Level:** This course provides students with the knowledge and skills related to the event planning and implementation process. It will include establishing client relationships, the importance of communication, planning process, resource management, quality service and staffing issues. Students will plan school and community-based events, from marketing to food preparation to service. This course is perfect for potential chefs, business owners, wedding planners, party planners, hotel managers, bed & breakfast owners, and more.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Demonstrate procedures applied to safety, security, and environmental issues.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Identify safe working habits and security procedures for event planning and management (i.e. Job safety analysis). |  |
| 1.2 | Use equipment according to manufacturer guidelines and/or government regulations. |  |
| 1.3 | Practice personal safety to avoid injury or accidents. |  |

## Benchmark 2: Apply concepts of quality service to assure customer satisfaction.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Identify the information that needs to be obtained from the customer to accept payment for goods or services and research software/systems available to manage the information. |  |
| 2.2 | Analyze customer service skills to ensure quality service and guest satisfaction. |  |
| 2.3 | Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees. |  |
| 2.4 | Understand the need for accuracy in mathematics, reading comprehension and writing to correctly deliver products or services to guests. |  |

## Benchmark 3: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Explore the various types of event planning and managing services within the industry (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc.). |  |
| 3.2 | Explain the role of individual departments as they impact the business as a whole. |  |
| 3.3 | Research how to develop an event budget and investigate how the economy may impact this process. |  |
| 3.4 | Analyze current trends to determine if changes should be made to future products and services. |  |
| 3.5 | Use principles of budgeting and forecasting to maximize profit and growth. |  |
| 3.6 | Research costs, pricing and market demands to promote profitability. |  |
| 3.7 | Utilize information from market segmentation to guide product and service decisions (i.e. Ethnicity, geographical, gender, income, etc.). |  |
| 3.8 | Identify the staffing needs for varying event types and the skills employees need to fill those positions. |  |
| 3.9 | Prioritize tasks to be completed. |  |
| 3.10 | Develop a BEO (banquet event order) and follow the entire BEO shelf life from creation to the conclusion of the event and note the intricacies involved with making it successful. |  |
| 3.11 | Research the RFP process (request for proposal process) and demonstrate how to create a proposal. |  |
| 3.12 | Demonstrate industry standards for meeting room sets for different events (i.e. Screen placement, aisle width, classroom style, rounds, etc.). |  |
| 3.13 | Identify the different client segments, needs and budgets (i.e. Corporate business, social events, non-profit companies, special events, etc.). |  |
| 3.14 | Demonstrate an operating procedure for an event to include objectives, timeline, budgets, tasks, staffing, event marketing, event diagram/layout, media promotion, facility and equipment needs. |  |
| 3.15 | Analyze work roles and responsibilities and how to balance worker assignments. |  |

## Benchmark 4: Enhance career readiness through practicing appropriate skills in event management applications.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Examine career opportunities within the event planning and management fields and the skills/experiences/education needed. |  |
| 4.2 | Explore the various types of event planning and managing services within the industry (i.e. Fundraiser, sporting event, special occasion/celebration, concert, etc.). |  |
| 4.3 | Practice time management strategies to enhance personal success and when working with workload assignment and scheduling. |  |
| 4.4 | Use correct grammar, spelling, punctuation and capitalization when preparing written documents. |  |
| 4.5 | Recognize ethical and legal responsibilities and how these influence industry standards (i.e. Legal age requirements, alcohol service, tip pool management, free admission to events, waste disposal, etc.). |  |
| 4.6 | Research laws pertaining to hiring practices and harassment laws (i.e. Diversity, equal employment opportunity, American with Disabilities Act). |  |
| 4.7 | Examine the leadership and teamwork skills needed to create a good working environment that encourages staff retention. |  |
| 4.8 | Examine skills needed in organizing, controlling, assigning, managing and carrying out work responsibilities. |  |
| 4.9 | Employ appropriate verbal communication skills when obtaining and conveying information. |  |
| 4.10 | Review and enhance an electronic career portfolio to document knowledge, skills and experiences, and individual plan of study. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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