



AUF

The American
University of Florence

SYLLABUS

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Academic Affairs

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Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

DEPARTMENT OF SPECIAL EVENT MANAGEMENT
COURSE TITLE: EVENT PLANNING AND PRODUCTION
COURSE CODE: HPHTEI300
3 Semester Credits

1. DESCRIPTION

This intermediate course examines the various logistic and production elements vital to the planning and success of events. During this course, students will receive an overview of the required equipment needed to execute events. They will learn how to manage time and will be introduced to the principles behind planning, organizing, and implementing programs. The operational functions and main tasks of an event will be examined and the essential phases of negotiation and drafting of contracts will be analyzed. During the course students will gain first-hand experience by participating in a variety of events organized on campus. This class includes experiential learning with CEMI.

2. OBJECTIVES

This course will provide a comprehensive understanding of the on-site operations and production processes of special events. Upon successful completion of this course, students will:

- Develop project management skills for event management
- Learn how to plan events strategically
- Become familiar with all the aspects regarding the logistics of event management
- Acquire the standards of event finance and administration
- Gain a full understanding of the planning and production process of events

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Allen, Judy. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*, Wiley, Second Edition, 2009

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:

<https://www.auf-florence.org/Library/the-library/>

6. COURSE MATERIALS

No additional course materials are necessary.

7. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

30% Assignments

20% Midterm Assessment

20% Final Exam

20% Event Project & Presentation

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog’s attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: https://catalog.auf-florence.org/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal

Midterm Assessment: Covers topics from the first half of the course. Submission details provided on course site. The time and date of the submission cannot be changed for any reason.

Final Exam: For exam time and date consult the course addendum. The time and date of the exam cannot be changed for any reason. The exam is divided into two sections:

- Part I: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points for a total of 50 points.
- Part II: two essay questions; each correct and complete answer is worth 25 points (based on content, vocabulary, detail, etc.) for a total of 50 points.
- The Final Exam may be cumulative

Event Project & Presentation: The project involves attendance, active participation and collaboration in real-life events. The involvement focuses on all aspects that characterize the event coordination and it includes on-site experiential learning with our Community Engagement Member Institutions (CEMI). A detailed event calendar will be provided in the course addendum. After the event each student will submit a written paper and present the project.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	General introduction to event planning and production Identification of the project events, involvement, and project requirements Food Safety and HACCP
Objectives	Student will learn about the concept of event planning and production. Students will be informed on the requirements, practices and topics of the course. The importance of food safety, sanitation, and HACCP.
Readings/Assignments	Review of course documents as provided on the course site Assignment #1 assigned, due by next class meet

Lesson 2	
Meet	In class
Lecture	Initial event planning and budgeting Developing and determining the event vision
Objectives	Students will learn: <ul style="list-style-type: none"> • How to plan the event budget • How to determine the event vision and the objectives of the event
Readings/Assignments	Read: Allen Ch 1

Lesson 3	
Meet	In class
Lecture	Date selection Timing of the event production Defining event duration Critical path and checklists High season for special events
Objectives	Students will learn: <ul style="list-style-type: none"> • To select the most convenient date for the event • How to plan and manage time • How to define the duration of the event • To recognize critical points in the event organization and to face them • To identify high /low seasons for special events
Readings/Assignments	Read: Allen Ch 2 Assignment #2 assigned, due by next class meet

Lesson 4	
Meet	In class
Lecture	Event venues and specialized venues Evaluating and choosing the location Location infrastructure and logistics (i.e., tents, seating capacity charts) FINAL PROJECT OVERVIEW
Objectives	Students will learn: <ul style="list-style-type: none"> • Which opportunities locations offer when planning an event • To select the appropriate location for the event • The pros and cons when using tents • How to calculate the seating capacity and its importance to comply with regulations

Readings/ Assignments	Read: Allen Ch 3
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Lesson 5	
Meet	In class
Lecture	Guest list management Keynote speakers Managing the presence of children at events
Objectives	Students will learn: <ul style="list-style-type: none"> • How to prepare a guest list • Which keynote speakers could be selected for the event • How to manage children during the event • Which issues may arise when children are part of the event participants
Readings/ Assignments	Read: Allen Ch 7 MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Audiovisual: Event photography and videography, event streaming and the use of photos and videos for future event promotion Stage and lighting. Emergency lighting, front of the stage and no-go areas
Objectives	Students will learn: <ul style="list-style-type: none"> • To familiarize with audiovisual technology, event video/photography, online event broadcasting, and consent documentation for marketing use. • Staging and lighting practices and legal emergency lighting requirements. • About limiting access and no-go areas.
Readings/ Assignments	Read: Allen Ch 6, 9

Lesson 7	
Meet	In class
Lecture	Transportation: Air/land, transportation checklist, internal transportation, post-event transfers, parking and VIP management
Objectives	Students will learn: <ul style="list-style-type: none"> • The features of air and land transportation • Which elements are part of the transportation checklist • What kind of transfers can be organized to/from the event venue • How to manage VIP arrivals
Readings/ Assignments	Read: Allen Ch 4 Assignment #3 assigned, due by next lesson

Lesson 8	
Meet	In class
Lecture	Ticket management: ticket sales, barcodes, online ticket sales, ticketing software, ticket options
Objectives	Students will learn: <ul style="list-style-type: none"> • How to increase ticket sales and strategic sales partners • How to keep record of ticket sales • Ticket options • The use of software and online sale of tickets • The barcode and barcode information
Readings/ Assignments	Read: Case study material provided on course site.

Lesson 9	
Meet	In class
Lecture	Creativity in event planning: creative strategy, developing novel elements Event equipment: projectors, wi-fi microphones, speakers, laptops, etc.
Objectives	Students will learn: <ul style="list-style-type: none"> • How to use their creativity when planning an event concept • Have an open mind and think laterally when conducting a client interview and addressing proposals • Develop skills to turn ideas into reality • How to operate the most common projectors, microphones, speakers and laptops.
Readings/Assignments	Read: Case study material provided on course site.

Lesson 10	
Meet	In class
Lecture	The fundamentals of negotiation Contracts and agreements Payment management Interpreting services
Objectives	Students will learn: <ul style="list-style-type: none"> • The principles of negotiation • How to negotiate effectively • The key elements of a well-written contract • Methods of payment and how to receive the payment • How to keep track of payments • The role of interpreters and translators
Readings/Assignments	FINAL PROJECT DUE before final exam.

Lesson 11	
Meet	In class
Lecture	FINAL EXAM