

**LOCK HAVEN UNIVERSITY
LOCK HAVEN, PENNSYLVANIA**

RECREATION MANAGEMENT

**SPECIAL EVENT AND CONVENTION CENTER MANAGEMENT
RECR300**

I. Introductory Information

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|---|---|
| (A) Department Name: | Recreation Management |
| (B) Department Catalog Number: | RECR300 |
| (C) Course Title: | Special Event and
Convention Center Management |
| (D) Semester Hours of Credit: | 3 |
| (E) Clock Hours Per Week: | 3 |
| (F) Overlays: | None |
| (G) Restrictions Upon Student Registration: | RECR215
Travel and Tourism or by permission of instructor. |

II. Description of the Course:

Explore special event and convention center management. Students will analyze the various components needed to manage special events with emphasis on conference planning. Topics will include stakeholder involvement, seasonality, theme-orientation, volunteerism, sponsorships, finance and budgeting as they relate to special events and convention centers management. Meets the National Recreation and Park Association's (NRPA) competencies for accreditation.

III. Exposition

A. Objectives:

Upon completion of this course, students will be able to do the following:

1. Analyze the evolution of special event management and the impact it has on different types of recreation agencies.
2. Differentiate the roles of the special event coordinator which may

include volunteerism, maintenance, marketing, and day-of-event management.

3. Explain how to pursue and obtain sponsorships.
4. Investigate the ethical considerations associated with sponsorship.
5. Analyze government intervention in convention center and event planning.
6. Develop an understanding of legal concepts such as contracts, licensing, and permits that are commonly associated with contractual management. (NRPA, 8.38)
7. Identify key budgetary items that are commonly associated with special events/convention centers.
8. Develop a budget for a specific special event.
9. Evaluate careers commonly associated with convention center management.
10. Identify the goals and objectives in convention center management relative to other agencies, the government, and vendors.
11. Organize and administer a special event for the community.

B. Activities and Requirements:

1. Examinations
2. Assignments
 - a. Two Research Papers
 - b. Community Special Event Participation
3. Class Participation
4. Special Event Budget
5. Assessment of Guest Lecturers

C. Major Units and Time Allotted:

1. Orientation to Special Events (2 hours)

- a. Basic Terminology
 - b. Benefits of Special Events
 - i. To the Client
 - ii. To the Agency
 - iii. To the Professional Staff
2. Feasibility Studies (3 hours)
- a. Types of Events
 - b. Determinants Such as Infrastructure
 - c. Socioeconomic Studies
 - d. Financial Needs for Consistent Success
 - e. Seasonality
3. Sponsorships (5 hours)
- a. Sponsorship Opportunities
 - i. Media Coverage
 - ii. Brochure/Program Inclusions
 - b. Pursuing Sponsorship
 - c. Financial or In-kind Support
 - d. Ethical Considerations
 - e. Needs Assessment Regarding Sponsorship Opportunities
4. Quality Event Leadership/Volunteerism (7 hours)
- a. Goals for Mutual Motivation
 - b. Development of Policies and Procedures
 - c. Volunteer Coordination
 - i. Recruitment
 - ii. Selection and Placement
 - iii. Supervision and Evaluation
 - iv. Recognition
 - d. Maintenance
 - e. Day-of-Event Management
 - f. Class Projects
5. Marketing/Publicity (2 hours)
- a. Identification of Targets
 - b. Marketing Means
 - c. Channels of Distribution
 - d. Event Promotion Techniques
 - i. Internal vs. External Methods
 - e. Marketing Mix

6. Special Event Coordination (9 hours)
 - a. Production Schedule
 - b. Event Technology
 - i. Sound/Lighting
 - ii. Stages(s)
 - iii. Special Effects
 - iv. Audiovisual
 - c. Peripheral Services (NRPA, 8.38)
 - i. Risk Management
 - ii. Concessions
 - iii. Auxiliary Services
 - iv. Licenses, Permits, Contracts
 - d. Budget/Fiscal Concerns
 - e. Class Projects/Presentations
7. Orientation to Convention Center Management (6 hours)
 - a. The Magnitude of Convention Center Management
 - b. Careers in Convention Center Management
 - c. Different Types of Facilities
 - i. Stadiums
 - ii. Arenas
 - iii. Performing Arts Centers
 - iv. Amphitheaters
8. Multiplicity of Convention Centers (3 hours)
 - a. Exhibits/Trade Shows
 - b. Athletic Events
 - c. Arts/Music
9. Convention Facility Management (6 hours)
 - a. Relationships with City, County, and State Governments
 - b. Service Contractors
 - c. Booking Events
 - d. Contract Negotiations
 - e. Ticket Sales
 - f. Maintenance and Production
 - g. Ethical Considerations
10. Examinations (2 hours)

D. Materials and Bibliography:

1. Suggested textbooks:

Silvers, J. R. (2004). *Professional event coordination*. Hoboken, NJ: John Wiley & Sons.

2. Other materials: none

3. Bibliographic support:

American Sport Education Program (1996). *Event management for sport directors*. Champaign, IL: Human Kinetics.

Astroff, M., & Abbey, J. (1998). *Convention sales and services*. Cranbury, NJ: Waterbury Press.

Berlonhi, A. (1996). *Special event security management, loss prevention, and emergency services: The guide for planning and documentation*. Dana Point, CA: Event Risk Management.

Getz, D. (1997). *Event management and event tourism*. Elmsford, NY: Cognizant Communication Corp.

Goldblatt, J. (1997). *Special events, best practices in modern event management*. New York, NY: Van Nostrand Reinhold.

Goldblatt, J., & McKibben, C. (1996). *The dictionary of event management*. New York, NY: Van Nostrand Reinhold.

Governor's Task Force on Sports and Exposition Facilities (1996). *Weaving a community fabric for the 21st century*. Harrisburg, PA: Commonwealth of PA.

Jackson, R. (1997). *Making special events fit in the 21st century*. Champaign, IL: Sagamore Publishing.

Jordan, D. (1996). *Leadership in leisure services making a difference*. State College, PA: Venture Publishing.

Journal of convention and exhibition management (1998). Binghamton, NY: Haworth Hospitality Press.

National Park Service (1996). *New directions in leisure, marketing parks and recreation*. State College, PA: Venture Publishing.

Schmader, S., & Jackson, R. (1997). *Special events: Inside and out*.
Champaign, IL: Sagamore Publishing Co.

Sessoms, H., & Stevenson, J. (1981). *Leadership and group dynamics
in recreation services*. Boston, MA: Allyn and Bacon, Inc.

IV. Standards:

Grades will be assigned in accordance with the grading policies of the university and will be based on the quality of work demonstrated by the students in meeting the course requirements.

V. Rationale and Impact:

- A. This is a revision of an existing course being updated to reflect contemporary resources and practices in effective special event and convention center management. It has been revised to adhere to National Recreation and Park Association (NRPA) guidelines.
- B. This course is designed for Recreation Management majors.
- C. This revised syllabus will have no effect on existing academic programs or staff.

VI. Cost and Staff Analysis: None

VII. Date approved by University president:

Signature of the President

Date