



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 5 Extended Diploma in Tourism & Hospitality		
Unit Number/ Unit Title	Unit 8 Events Management		
Cohort Code:	L05EVM-U8		
Unit Level	Level 5		
Total Credits/Hours	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits	20 CATS/ 10 ECTS		
Lecturer			
Start Date		End Date	

Unit Aims	This unit introduces learners to the principles, planning, and execution of events in the tourism and hospitality sectors. It aims to provide knowledge of event typologies, stakeholder engagement, risk and resource management, and event evaluation. Learners will gain hands-on experience in event planning while developing critical thinking, project management, and teamwork skills.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <ul style="list-style-type: none"> • Allen, J., et al. (2011). Festival and Special Event Management (5th ed.). Wiley. • Bowdin, G., et al. (2023). Events Management (6th ed.). Routledge. • Tum, J., Norton, P. & Wright, J.N. (2006). Management of Event Operations. Routledge. • Getz, D. (2012). Event Studies: Theory, Research and Policy for Planned Events (2nd ed.). Routledge. • Silvers, J.R. (2008). Risk Management for Meetings and Events. Butterworth-Heinemann.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Explain the key types, purposes, and characteristics of events in the tourism and hospitality industry.	1.1 Describe different types of events and their roles within tourism and hospitality. 1.2 Analyse the objectives and outcomes of a selected event using a written report.
LO2. Apply principles of event planning and management.	2.1 Develop a detailed event plan addressing logistics, budgeting, and scheduling through a project-based assignment. 2.2 Justify resource allocation and stakeholder involvement.
LO3. Assess the legal, ethical, and risk management considerations in event planning.	3.1 Identify potential legal and ethical issues associated with events. 3.2 Propose risk mitigation strategies through a written case study analysis.
LO4. Evaluate the success of events using performance indicators and feedback.	4.1 Design an event evaluation framework including KPIs and feedback tools. 4.2 Critically analyse the effectiveness of a real or simulated event in a reflective portfolio.
LO5. Demonstrate teamwork and communication skills relevant to event coordination.	5.1 Collaborate effectively in groups to deliver a team- based presentation. 5.2 Reflect on group dynamics and individual contribution through a written reflection.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/ signature
1	Introduction to Events Management in Tourism and Hospitality	Understand the scope and role of events in tourism and hospitality.	LO1	
2	Event Typologies: Business, Cultural, Sports, Festivals, and Social Events	Identify different event types and their distinct features and goals.	LO1	
3	The Purpose and Strategic Value of Events	Explore how events meet economic, social, or promotional objectives.	LO1	
4	Characteristics of Successful Events	Examine elements such as audience engagement, timing, and branding.	LO1	
5	Stakeholders in Events: Roles and Relationships	Analyze relationships among sponsors, vendors, venues, and attendees.	LO1	
6	Introduction to Event Planning Phases	Understand the full cycle of planning: pre-event, execution, post-event.	LO2	

7	Concept Development and Event Objectives	Translate an event idea into a feasible concept with clear goals.	LO2	
8	Budgeting and Financial Planning for Events	Apply basic financial principles to prepare event budgets.	LO2	
9	Venue Selection and Site Layout	Evaluate venues for suitability, capacity, and accessibility.	LO2	
10	Program Scheduling and Time Management	Design effective timelines and schedules for event flow.	LO2	
11	Vendor Coordination and Contracting	Manage external suppliers and service providers for smooth operations.	LO2	
12	Marketing and Promotion of Events	Develop promotional strategies using digital and offline channels.	LO2	
13	Ticketing and Registration Systems	Apply tools for guest registration, ticketing, and crowd control.	LO2	
14	Legal Requirements: Licenses, Permits, and Insurance	Identify legal documentation required for event execution.	LO3	
15	Event Risk Assessment and Contingency Planning	Analyze risks and prepare appropriate mitigation strategies.	LO3	

16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Ethical Issues in Event Planning: Inclusivity, Fairness, and Transparency	Explore the ethical responsibilities of event organizers.	LO3	
18	Health, Safety, and Security at Events	Examine compliance requirements and crowd safety planning.	LO3	
19	Accessibility and Disability Inclusion in Events	Design events that are accessible to all participants.	LO3	
20	Introduction to Event Evaluation	Understand why and how events are evaluated post-delivery.	LO4	
21	Performance Indicators: Attendance, Satisfaction, ROI, Media Reach	Identify and apply quantitative and qualitative event metrics.	LO4	
22	Collecting and Analyzing Feedback from Stakeholders	Use surveys, interviews, and digital feedback tools for event review.	LO4	
23	Event Reporting and Post-Event Documentation	Learn to compile event reports summarizing outcomes and recommendations.	LO4	

24	Team Roles and Responsibilities in Event Coordination	Understand the importance of defined roles in team success.	LO5	
25	Effective Communication and Conflict Resolution	Develop verbal and non-verbal communication skills for collaboration.	LO5	
26	Leadership Styles in Event Teams	Explore leadership approaches for motivating and guiding event staff.	LO5	
27	Time and Task Management in Event Teams	Apply project management techniques to meet event deadlines.	LO5	
28	Group Simulation: Planning a Small-Scale Event	Work as a team to plan and coordinate a mini event.	LO2, LO5	
29	Group Presentations: Event Plan Proposals	Present event concepts and reflect on planning and teamwork experience.	LO4, LO5	
30	Final Exam Preparation & Review			
31	Final Exam			