



Topics in Event Planning: Global Festivals

EVNT:3185:0001

Summer 2018

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Course Description

Festivals of all sizes have a common purpose: to bring people together to share an experience. Festivals allow us to celebrate cultures, to preserve history, to enjoy athletic and artistic performances, and to immerse ourselves in the pleasures of visual arts, food, music and more. In this course we will study festivals of all sizes and purposes as well as practice planning our own festivals. Students will complete individual and team assignments.

Course Objectives

The following learning goals and objectives will be reinforced in this course.

1. Law & Ethics Learning Goal

Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

Learning Objective 3. Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Learning Objective 4. Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

2. Media Literacy Learning Goal

Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

Learning Objective 2. Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.

Learning Objective 3. Students will learn how to create and disseminate media messages in various forms.

3. Writing and Storytelling Learning Goal

Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

Learning Objective 2. Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

Learning Objective 4. Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

4. **Multiculturalism Learning Goal**

To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

Learning Objective 1: Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

Learning Objective 2: Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Learning Objective 3: Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

Course Materials & Resources

We will not use a required textbook. References will be posted to our course ICON site.

Grading

A+: 101+	B+: 88-89	C+: 78-79	D+: 68-69
A: 94-100	B: 84-87	C: 74-77	D: 64-67
A-:90-93	B-80-83	C-: 70-73	D-:60-63

You will receive grades for four in-class presentations, including one that is the result of a month-long collaborative project with a group of your classmates. Please see complete assignment details and points breakdowns later in the syllabus.

Class Schedule

Week 1

Tuesday: Course and classmate introductions. Students divide into study cohorts.

Wednesday: History of festivals and festival categories. Students research festivals in each category and claim their research topics.

Thursday: Festival scaffolding and volunteer management. Students research volunteer management systems and investigate their chosen Mega festival's volunteer management and communication details.

Friday: Presentations: Mega festivals

**Special activity: Digital visit with Kaylee Williams, founder of volunteerlocal.com*

Week 2

Monday: Defining festival audiences

Tuesday: Funding and Financials

Wednesday: Talent, vendors, contracts & programming

Thursday: Presentations: Hallmark festivals

**Special activity: Digital visit with Kevin Grothe, VP of sponsorship for the Memphis in May International Festivals, and International Festivals and Events Association board member.*

Week 3

Monday: Event marketing

Tuesday: Space planning and logistics

Wednesday: Ticketing and Technology

Thursday: Presentations: Major festivals

**Special Activity: Field Trip*

Week 4

Monday: Environmental impact & sustainability

Tuesday: Safety and Risk Management

Wednesday: Post-event analysis and reporting

Thursday: Cohort work day

Friday: Presentations: Local festivals

**Special activity: Meeting with our Italian Cultural Dinner hosts*

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class (1/2 in the summer program)
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Interim Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the

appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact the CIMBA Italy Office (cimba-italy@uiowa.edu) to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.

Assignment Details

Mega Festivals Presentation

Due: Friday, Week 1

Points: 60 total (40 presentation document, 10 live presentation, 10 teamwork)

As we discussed in class, Mega festivals are the ones everyone has heard of, including the Olympics, World Cup, and World's fairs. Working in their cohorts, students will select a mega festival to feature in a 10-minute visually-appealing presentation to the class on Friday of Week 1.

Presentations will define the festival's:

- | | |
|------------------------|---|
| ✓ Name | ✓ Staffing details |
| ✓ Location(s) | ✓ Volunteer details—management system, opportunities, communication |
| ✓ History & milestones | |
| ✓ Features | |
| ✓ | |

Students should equal take part in the information gathering, presentation building, and presentation giving. Failure to do so could result in a lowered grade for individual students. Teamwork grades will be based on my observations in the classroom, your individual reflection as well as teammates' feedback.

Please note that the majority of your grade will be based on your document(s), not your presentation, so be sure to include everything you want me to consider via your ICON submission. You are invited to submit a notes file/use the notes feature on PowerPoint.

Project 1 Reflection

Due: Friday, Week 1

Points: 5

No one can plan and implement a festival as an individual, so your ability to work as a team in our course is critical. In

this brief reflection (one page or less), please describe your team contributions on this project, any challenges your team faced, and the grade you would give yourself and each of your teammates. (“We all deserve an A+!” is not a realistic or helpful response.) Your reflections will be anonymous, but I may share trends with individuals to help them understand their strengths and challenges and grow as event professionals.

Hallmark Festivals Presentation

Due: Thursday, Week 2

Points: 50 (40 presentation document, 10 live presentation)

Hallmark events are well-known and often define a place. Examples include the Kentucky Derby, Oktoberfest, Dia de los Muertos, and more. Working as an individual, but within your cohort for support and feedback, please select one Hallmark festival to feature in a 5-minute presentation.

Your presentation will define the festival’s:

- ✓ Name
- ✓ Location(s)
- ✓ History & milestones
- ✓ Features
- ✓ Audience demographics
- ✓ Funding streams
- ✓ Financial impact
- ✓ Talent, vendors, and programming details

Please note that the majority of your grade will be based on your document(s), not your presentation, so be sure to include everything you want me to consider via your ICON submission. You are invited to submit a notes file/use the notes feature on PowerPoint.

Major Festivals Presentation

Due: Thursday, Week 3

Points: 50 (40 presentation document, 10 live presentation)

Major festivals draw significant crowds of people who are willing to travel to attend, garner significant national media attention, and have the potential to make a sizeable financial impact on the community in which they are held. Working as an individual, but within your cohort for support and feedback, please select one Major festival to feature in a 5-minute presentation.

Your presentation will define the festival’s:

- ✓ Name
- ✓ Location(s)
- ✓ History & milestones
- ✓ Features
- ✓ Marketing examples and strategies
- ✓ Space planning and mapping
- ✓ Ticketing system
- ✓ Event technology

Please note that the majority of your grade will be based on your document(s), not your presentation, so be sure to include everything you want me to consider via your ICON submission. You are invited to submit a notes file/use the notes feature on PowerPoint.

Local Festivals Presentation

Due Friday, Week 4

Total Points: 150**(100 presentation document, 10 live presentation, 40 teamwork)**

Local festivals are those that highlight a particular community or interest and bring members of that local community or interest group together for a public gathering. Their attendance, media coverage, and economic impact can be quite small, but their planning still requires significant thought and creativity. Throughout our course we have studied existing festivals of varying size and focused in on particular features and processes. In this project, you and your team will imagine a local festival incorporating all of the course content in one place.

You will share your imagined festivals in a visually-appealing 10-minute presentation that includes:

- ✓ Festival Name
- ✓ Location(s)
- ✓ Elevator Pitch
- ✓ Features
- ✓ Staffing details
- ✓ Volunteer details—management system, opportunities, communication
- ✓ Target audience demographics
- ✓ Funding streams
- ✓ Anticipated financial impact
- ✓ Talent, vendors, and programming details
- ✓ Marketing examples and strategies
- ✓ Space planning and mapping
- ✓ Ticketing system
- ✓ Event technology
- ✓ Sustainability
- ✓ Crisis management plan

Students should equal take part in the information gathering, presentation building, and presentation giving. Failure to do so could result in a lowered grade for individual students. Teamwork grades will be based on my observations in the classroom, your individual reflection as well as teammates' feedback.

Please note that the majority of your grade will be based on your document(s), not your presentation, so be sure to include everything you want me to consider via your ICON submission. You are invited to submit a notes file/use the notes feature on PowerPoint.

Final Project Reflection**Due: Friday, Week 4****Points: 5**

No one can plan and implement a festival as an individual, so your ability to work as a team in our course is of critical importance. In this brief reflection (two pages or less), please describe your team contributions on this project, any challenges your team faced, and the grade you would give yourself and each of your teammates and why. ("We all deserve an A+!" is not a realistic or helpful response.) Your reflections will be anonymous, but I may share trends with individuals to help them understand their strengths and challenges and grow as event professionals.