



МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ  
Федеральное государственное автономное образовательное учреждение высшего образования  
**«Дальневосточный федеральный университет»**  
(ДВФУ)

**ШКОЛА ЭКОНОМИКИ И МЕНЕДЖМЕНТА**

СОГЛАСОВАНО

Руководитель ОП

(подпись)

Овчаренко Н.П.  
(Ф.И.О. рук. ОП)

« 20 » января 2021 г.

УТВЕРЖДАЮ

(Директор Департамента  
туризма и гостеприимства  
название кафедры)

(подпись)

Овчаренко Н.П.  
(Ф.И.О. зав. каф.)

« 20 » января 2021 г.

**РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ**

Event-менеджмент

**Направление подготовки 43.03.03 Гостиничное дело**

**Форма подготовки очная**

курс 2 семестр 3  
лекции 18 час.  
практические занятия 18 час.  
лабораторные работы \_ \_ час.  
в том числе с использованием МАО лек. 18 / пр. 18 / лаб. \_ \_ час.  
всего часов аудиторной нагрузки 36 час.  
в том числе с использованием МАО 36 час.  
самостоятельная работа 72 час.  
в том числе на подготовку к экзамену 36 час.  
контрольные работы (количество) \_ \_  
курсовая работа / курсовой проект \_ \_  
зачет 00 семестр  
экзамен 3 семестр

Рабочая программа составлена в соответствии с требованиями Федерального государственного образовательного стандарта по направлению подготовки 43.03.03 Гостиничное дело, утвержденного приказом Министерства образования и науки РФ от 08 июня 2017 № 515.

Рабочая программа обсуждена на заседании кафедры сервиса и туризма, протокол № 5 от «20» января 2021 г.

ИО заведующей кафедрой: к.т.н., доцент, Овчаренко Н.П.  
Составитель: старший преподаватель, Глушко Н.А.

**Оборотная сторона титульного листа РПУД**

**I. Рабочая программа пересмотрена на заседании кафедры:**

Протокол от « \_\_\_\_ » \_\_\_\_\_ 20\_\_ г. № \_\_\_\_\_

Заведующий кафедрой \_\_\_\_\_  
(подпись) (И.О. Фамилия)

**II. Рабочая программа пересмотрена на заседании кафедры:**

Протокол от « \_\_\_\_ » \_\_\_\_\_ 20\_\_ г. № \_\_\_\_\_

Заведующий кафедрой \_\_\_\_\_  
(подпись) (И.О. Фамилия)

**III. Рабочая программа пересмотрена на заседании кафедры:**

Протокол от « \_\_\_\_ » \_\_\_\_\_ 20\_\_ г. № \_\_\_\_\_

Заведующий кафедрой \_\_\_\_\_  
(подпись) (И.О. Фамилия)

**IV. Рабочая программа пересмотрена на заседании кафедры:**

Протокол от « \_\_\_\_ » \_\_\_\_\_ 20\_\_ г. № \_\_\_\_\_

Заведующий кафедрой \_\_\_\_\_  
(подпись) (И.О. Фамилия)

## I. Цели и задачи освоения дисциплины:

Цель освоения дисциплины заключается в формировании профессиональных компетенций, связанных с поэтапной организацией и сопровождением мероприятий разных форматов.

Задачи:

- формирование представления об основных элементах и принципах работы индустрии организации и управления мероприятиями;
- оценка растущего рынка современных мероприятий и их видов, а также мест их проведения, для разработки привлекательной концепции проекта, его продвижения и реализации;
- ознакомление с перечнем служб и персонала, задействованных в организации мероприятий, методами составления инструкции и чек-листов;
- формирование умения самостоятельной разработки проекта по организации и проведению мероприятия, составления стратегии, плана и графика его проведения.

В результате изучения данной дисциплины у обучающихся формируются следующие профессиональные компетенции (элементы компетенций):

Профессиональные компетенции выпускников и индикаторы их достижения:

## II. Трудоемкость дисциплины и видов учебных занятий по дисциплине

Общая трудоемкость дисциплины составляет 3 зачётные единицы (108 академических часов).

(1 зачетная единица соответствует 36 академическим часам)

Видами учебных занятий и работы обучающегося по дисциплине могут являться:

Обозначение	Виды учебных занятий и работы обучающегося
Лек	Лекции
Лаб	Лабораторные работы
Пр	Практические занятия
ОК	Онлайн курс
СР	Самостоятельная работа обучающегося в период теоретического обучения
Контроль	Самостоятельная работа обучающегося и контактная работа обучающегося с преподавателем в период промежуточной аттестации

Структура дисциплины:

Форма обучения – очная.

№	Наименование раздела дисциплины	Семестр	Количество часов по видам учебных занятий и работы обучающегося					Формы промежуточной аттестации, текущего контроля успеваемости	
			Лек	Лаб	Пр	ОК	СР		Контроль
1	Подготовка к организации и управлению мероприятия / Preorganization arrangements and key basics	3	9	0	9		36	36	экзамен
2	Процесс организации мероприятия / The process of event management	3	9	0	9				
Итого:			18		18		36	36	

### **III. СТРУКТУРА И СОДЕРЖАНИЕ ТЕОРЕТИЧЕСКОЙ ЧАСТИ КУРСА**

#### **Лекционные занятия**

**(18 час., в том числе 18 час. с использованием методов активного обучения)**

#### **Раздел I. Подготовка к организации и управлению мероприятия (6 час.)/**

#### **Preorganization arrangements and key basics (6 hours)**

#### **Тема 1. An Overview of the Event Field (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии (1 час.)*

- Define special events
- Demonstrate an awareness of why special events have evolved in human society
- Describe the role of special events in Russian and the Russian tradition of special events
- Discuss the growth of state event corporations and the emergence of an event industry
- Distinguish between different types of special event
- List and describe the components of the event industry
- List and describe the main professional associations in the event industry
- Discuss the attributes and knowledge requirements of a special event manager

-List the types of organization involved in the delivery of event management training

## **Тема 2. Perspectives on Events (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии, метод мозгового штурма (2 час.)*

-List the range of roles that governments play in events

-Describe the nature and function of government event strategies

-Discuss the use of events by governments as tools for economic regeneration and development

-Discuss the use of events by the corporate sector

-Describe the role that events play in integrated marketing strategies

-List and describe methods used by the corporate sector in measuring the return on investment (ROI) of events

-Discuss the benefits that can result to communities from the staging of events

-List the range of strategies available to event managers to promote community engagement in events

-Discuss the implications for event managers of differing perspectives on events in the event planning process

## **Тема 3. The Strategic Planning Function (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии, метод командной работы (2 час.)*

-Discuss the nature of the strategic planning process

-Describe the various stages in the strategic planning process within an event context

-Undertake a SWOT or situational analysis and identify the appropriate strategy for a given event

-Identify an appropriate organizational structure through which to conduct a given event

-Identify a basic strategic plan for a given event

## **Раздел II. Процесс организации мероприятия (12 час.)/**

### **The process of event management (12 hours)**

## **Тема 4. Project Management for Events (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц-опроса, метод*

*лекции-дискуссии (2 час.)*

- Discuss project management as an approach to the management of festivals and events
- Describe the phases of event management
- Discuss the knowledge areas involved in conducting an event using project management techniques
- Describe the project manager's place in the event management structure and the competencies they require
- Use the fundamental techniques of project management
- Comment on the limitations of the project management approach in event management

**Тема 5. Financial Management and Events (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии, метод парной работы (2 час.)*

- Understand the role of financial management in the overall management of an event
- Create an event budget
- Understand the methods of event costing and ticket pricing
- Monitor and control the event spending and incoming finances
- Identify the key elements of budgetary control and explain the relationship between them
- Understand the advantages and shortcomings of using a budget

**Тема 6. Marketing Planning for Events (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии, метод командной работы (2 час.)*

- Describe how the marketing concept can be applied to festivals and special events
- Understand how event consumers can be segmented into markets
- Understand the consumer decision process for festivals and events
- Apply the principles of services marketing in creating marketing strategies and tactics for events and festivals
- Plan the event 'service-product' experience, including its programming and packaging
- Develop event pricing strategies or other entry options for special events

- Create strategies for place/distribution, physical setting and event processes that respond to consumer needs
- Apply the knowledge generated into an effective and efficient marketing plan

**Тема 7. Promotion: Integrated Marketing Communication for Events (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии, метод круглого стола (2 час.)*

- Define integrated marketing communications
- Describe the purpose of integrated marketing communications for event management
- Describe the constituent elements of these communications
- Apply these concepts to the promotion of special events

**Тема 8. Sponsorship of Special Events (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц-опроса, метод лекции-дискуссии (2 час.)*

- Understand the use of sponsorship in the context of festivals and events
- Describe trends that have led to the growth of sponsorship as a marketing communication medium in the private and public sectors
- Summarize the benefits that event managers can attract from reciprocal partnerships with sponsors
- Identify the key sponsorship benefits sought by events and sponsoring bodies
- Explain the importance of sponsorship ‘leveraging’
- Understand the need for sponsorship policies to guide decision making by events and their sponsors
- Outline the sequential stages in developing and implementing an event sponsorship strategy
- Develop strategies and tactics to manage event–sponsor relationships and achieve positive and enduring relationships with sponsors

**Тема 9. Logistics (2 час.)**

*Метод активного/ интерактивного обучения – метод лекции-дискуссии (2 час.)*

- Define logistics management and describe its evolution
- Understand the concept of logistics management and its place in event management
- Construct a logistics plan for the supply of customers, event products and event facilities
- Use event logistics techniques and tools

#### **IV. СТРУКТУРА И СОДЕРЖАНИЕ ПРАКТИЧЕСКОЙ ЧАСТИ КУРСА И САМОСТОЯТЕЛЬНОЙ РАБОТЫ**

##### **Практические занятия**

**(18 час., в том числе 18 час. с использованием методов активного обучения)**

**Раздел I. Подготовка к организации и управлению мероприятия (4 час.)/**

**Preorganization arrangements and key basics (4 hours)**

**Тема 1. Event Impacts and Legacies (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод кейс-задачи (2 час.)*

- Explain the role of the event manager in balancing the impacts of events
- Identify the major impacts that events have on their stakeholders and host communities
- Describe the social and cultural impacts of events and plan for positive outcomes
- Discuss the political context of events
- Describe the environmental impacts of events
- Discuss the tourism and economic impacts of events
- Discuss why governments become involved in events
- Describe the use of economic impact studies in measuring event outcomes
- Discuss methods for identifying community perceptions of the impacts of events

**Тема 2. Conceptualizing the Event (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод мозгового штурма (2 час.)*

- Identify the range of stakeholders in an event
- Describe and balance the overlapping and sometimes conflicting needs of stakeholders
- Describe the different types of host organizations for events



- Discuss trends and issues in different societies that affect events
- Understand how to engage sponsors as partners in events
- Understand the role of the media in events
- Identify the unique elements and resources of an event
- Understand the process of developing an event concept
- Understand the importance of designing the event experience
- Apply the screening process to evaluate the feasibility of an event concept

## **Раздел II. Процесс организации мероприятия (14 час.)/**

### **The process of event management (14 hours)**

#### **Тема 3. Human Resource Management and Events (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод круглого стола (2 час.)*

- Describe the human resource management challenges posed by events
- List and describe the key steps in the human resource planning process for events
- Discuss approaches that can be employed to motivate event staff and volunteers
- Describe techniques that can be used for event staff and volunteer team building
- State general legal considerations associated with human resource management in an event context

#### **Тема 4. Sustainable Event Management (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод парной работы (2 час.)*

- Define the term sustainable development and its relevance to event production
- Discuss strategies and practical responses that events have employed and can employ in their efforts to become more environmentally sustainable
- Source information concerning the environmental management of events

#### **Тема 5. Event Tourism Planning (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод мозгового штурма (2 час.)*

- Describe ‘event tourism’ and the destination approach to event tourism planning
- Conduct an event tourism situational analysis to create a foundation for goal setting

and strategic decision making

-Describe the range of goals that a destination might seek to progress through an event tourism strategy

-List and describe organizations that might play a role in a destination's efforts at event tourism development

-Describe generic strategy options available to organizations seeking to develop event tourism to a destination

-List and discuss approaches to the implementation and evaluation of event tourism strategies

-Discuss the potential event tourism has to generate positive outcomes in small communities and how event managers can remove or mitigate any negative impacts that occur

#### **Тема 6. Staging Events (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод командной работы (2 час.)*

-Analyze the staging of an event according to its constituent elements

-Demonstrate how these elements relate to each other and to the theme of the event

-Understand the safety elements of each aspect of staging

-Identify the relative importance of each aspect of staging

-Use the tools of staging

#### **Тема 7. Event Evaluation and Research (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод мозгового штурма (2 час.)*

-Describe the role of evaluation in the event management process

-Discuss the nature and purpose of post-event evaluation

-Understand and discuss the evaluation needs of event stakeholders

-Identify and use a range of sources of data on events

-Create an evaluation plan for an event

-Apply a range of techniques, including the design of questionnaires and the conduct of surveys, in evaluating events

- Understand how to analyze data on events
- Prepare a final evaluation report
- Use event profiles to promote the outcomes of events
- Apply the knowledge gained by the post-event evaluation process to the planning of a future event

#### **Тема 8. Legal Issues of Event Management (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц-опроса, метод круглого стола (2 час.)*

- Explain the central role of event ownership in event management
- Identify and construct the necessary contracts for events and their components
- Understand and be able to comply with the variety of laws, licenses and regulations governing event production
- Describe the necessity for and the process of insuring an event

#### **Тема 9. Risk Management (2 час.)**

*Метод активного/ интерактивного обучения – метод блиц опроса, метод кейс-задачи (2 час.)*

- Define risk and its relationship to the management of festivals and special events
- Understand the context of risk
- Use the tools of risk identification and identify the risks specific to events
- Understand the latest methodologies of risk management
- Understand the core concepts of occupational health and safety

### **V. УЧЕБНО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ САМОСТОЯТЕЛЬНОЙ РАБОТЫ ОБУЧАЮЩИХСЯ**

Учебно-методическое обеспечение самостоятельной работы обучающихся по дисциплине «Event-менеджмент» включает в себя:

- план-график выполнения самостоятельной работы по дисциплине, в том числе примерные нормы времени на выполнение по каждому заданию;
- характеристика заданий для самостоятельной работы обучающихся и

методические рекомендации по их выполнению;

– требования к представлению и оформлению результатов самостоятельной работы;

– критерии оценки выполнения самостоятельной работы.

### **План-график выполнения самостоятельной работы по дисциплине**

<b>№ п/п</b>	<b>Дата / сроки выполнения</b>	<b>Вид самостоятельной работы</b>	<b>Примерные нормы времени на выполнение</b>	<b>Форма контроля</b>
1.	3 неделя	Изучение кейс-задач	12	Устный опрос
	18 неделя			
2.	8 неделя	Подготовка доклада/сообщения	12	Выступление на круглом столе
	17 неделя			
3.	В течение семестра	Написание конспекта	12	Блиц-опрос Тестирование
ИТОГО			36	

### **Рекомендации по самостоятельной работе студентов**

Особое значение для освоения теоретического материала и для приобретения и формирования умений и навыков имеет самостоятельная работа студентов.

Самостоятельная работа студентов по дисциплине «Event-менеджмент» предусматривает изучение рекомендуемой основной и дополнительной литературы, написание конспектов, решение кейс-задач, подготовку к блиц-опросам, выступлениям с презентацией проекта и промежуточной аттестации – экзамену.

Для самопроверки усвоения материала, подготовки к выполнению и защите всех работ и сдаче экзамена студентам предлагаются вопросы для самоконтроля.

### **Рекомендации по работе с литературой**

При самостоятельной работе с рекомендуемой литературой студентам необходимо придерживаться определенной последовательности:

– при выборе литературного источника теоретического материала лучше всего исходить из основных понятий изучаемой темы курса, чтобы точно знать, что конкретно искать в том или ином издании;

– для более глубокого усвоения и понимания материала следует читать не только имеющиеся в тексте определения и понятия, но и конкретные примеры;

– чтобы получить более объемные и системные представления по рассматриваемой теме необходимо просмотреть несколько литературных источников (возможно альтернативных);

– не следует конспектировать весь текст по рассматриваемой теме, так как такой подход не дает возможности осознать материал; необходимо выделить и законспектировать только основные положения, определения и понятия, позволяющие выстроить логику ответа на изучаемые вопросы.

### **Методические указания к выполнению конспекта**

Конспект (лат. *conspicere* — обозрение, обзор, очерк) — краткое изложение или краткая запись изучаемого или пройденного материала.

Целями написания конспекта являются:

- проработка и закрепление изучаемого материала;
- развитие навыков краткого изложения материала с выделением лишь самых существенных моментов, необходимых для раскрытия сути проблемы;
- развитие навыков анализа изученного материала и формулирования собственных выводов по выбранному вопросу в письменной форме, научным, грамотным языком.

Порядок написания конспекта:

1. Сокращения слов. Рекомендуется делать сокращения, но только так, чтобы потом можно было разобрать, что написано. В противном случае оформление подробного конспекта становится бессмысленным, а воспользоваться им с целью качественной подготовки к предстоящему экзамену не получится.

2. Использование аббревиатур помогает записать больше полезной информации в самые кратчайшие сроки с сохранением смысла содержания. Сокращать можно не только слова, но также целые словосочетания, которые в итоге все равно будут доступны к пониманию.

3. Оформление конспекта. При написании конспекта желательно соблюдать отступы абзацев, выделять важные моменты в содержании, оставлять пустые строки для условного разделения тем и легкого восприятия, а также активно использовать цитаты, списки, перечни, подзаголовки.

4. Важные пометки. На полях в конспекте желательно делать пометки, можно графически, но так, чтобы они были понятны студенту во время подготовки к экзамену.

5. Пустые места в конспекте. Желательно не оставлять пробелов в тетради и памяти. Если что-то не успели записать, необходимо своевременно проконсультироваться с преподавателем.

### **Порядок сдачи конспектов и их оценивание**

Конспект выполняется студентами в сроки, устанавливаемые преподавателем по реализуемой дисциплине, и сдается преподавателю, ведущему дисциплину.

Конспект должен быть составлен по всем пройденным темам, включая пропущенные, по причине отсутствия на занятии.

Так же краткий конспект должен быть составлен и своевременно сдан по всем заданиям самостоятельной работы студента, где требуется подготовить устное сообщение.

При оценке составление конспекта учитывается его соответствие пройденному материалу, спектр и глубина охваченных тем.

По результатам проверки конспекта и его защиты студенту выставляется определенное количество баллов, которое учитывается при общей оценке промежуточной аттестации.

### **Критерии оценки конспекта**

– 100-86 баллов выставляется студенту, если студент проработал и дал

правильные ответы на все поставленные задания и вопросы;

– 85-76 баллов – материал проработан, но студент затрудняется или своевременно не готов ответить на 2-3 вопроса/задания по конспекту;

– 75-61 балл – материал проработан, но студент затрудняется или своевременно не готов ответить на 4-5 вопросов/заданий по конспекту;

– 60 и менее баллов – материал проработан, но студент затрудняется или своевременно не готов ответить на все вопросы/задания по конспекту.

### **Тематика конспектов**

1. An Overview of the Event Field
2. Perspectives on Events
3. Event Impacts and Legacies
4. The Strategic Planning Function
5. Conceptualizing the Event
6. Project Management for Events
7. Financial Management and Events
8. Human Resource Management and Events
9. Marketing Planning for Events
10. Promotion: Integrated Marketing Communication for Events
11. Sponsorship of Special Events relationships with sponsors
12. Sustainable Event Management
13. Event Tourism Planning
14. Staging Events
15. Logistics
16. Event Evaluation and Research
17. Legal Issues of Event Management
18. Risk Management

### **Методические указания к решению кейс-задачи**

Кейс-задача – это описание реальных экономических, социальных и бизнес-ситуаций. Обучающиеся должны исследовать ситуацию, разобраться

в сути проблем, предложить возможные решения и выбрать лучшее из них. Кейсы основываются на реальном фактическом материале или же приближены к реальной ситуации.

Кейс-задачи предназначены для использования студентами конкретных приемов и концепций при их выполнении для того, чтобы получить достаточный уровень знаний и умений для принятия решений в аналогичных ситуациях на будущей профессиональной деятельности, тем самым уменьшая разрыв между теоретическими знаниями и практическими умениями.

Студент должен уметь правильно интерпретировать ситуацию, т.е. правильно определять – какие факторы являются наиболее важными в данной ситуации и какое решение необходимо принять.

#### **Порядок сдачи кейс-задачи и ее оценивание**

Кейс-задача выполняется студентами в сроки, устанавливаемые преподавателем по реализуемой дисциплине, и сдается преподавателю, ведущему дисциплину.

При оценке решения кейс-задачи учитывается степень изученности проблемы, содержание и аргументированность ответа.

По результатам проверки кейс-задач и их защиты студенту выставляется определенное количество баллов, которое учитывается при общей оценке промежуточной аттестации.

#### **Критерии оценки кейс-задачи**

- 100-86 баллов выставляется студенту, если студент выразил свое мнение по сформулированной проблеме, аргументировал его, точно определив ее содержание и составляющие;

– 85-76 баллов - работа характеризуется смысловой цельностью, связностью и последовательностью изложения; допущено 2-3 ошибки при объяснении смысла или содержания проблемы. Фактических ошибок, связанных с пониманием проблемы, нет;

– 75-61 балл - студент проводит достаточно самостоятельный анализ



ОСНОВНЫХ ЭТАПОВ И СМЫСЛОВЫХ СОСТАВЛЯЮЩИХ ПРОБЛЕМЫ; ПОНИМАЕТ БАЗОВЫЕ ОСНОВЫ И ТЕОРЕТИЧЕСКОЕ ОБОСНОВАНИЕ ВЫБРАННОЙ ТЕМЫ. Допущено не более 5 ошибок в смысле или содержании проблемы;

– 60 и менее баллов – если работа представляет собой полностью переписанный исходный текст, без каких бы то ни было комментариев, анализа. Не раскрыта структура и теоретическая составляющая темы.

### **Варианты кейс-задач**

I) The event for the events industry.

1. What are the two main stakeholder groups in an exhibition? Identify a large exhibition in your city, and describe the two major stakeholder groups for this exhibition.

2. Summarise the main reasons for co-location of the two exhibitions in the case study.

3. What was the overall outcome of co-locating the two exhibitions during an economic downturn in the market?

II) Townsville City Council: Creating and events strategy for Queensland's biggest regional city council.

1. From the description of the Event Strategy outlined in the case study, list the roles that Townsville City Council plays in events.

2. What do you think were the main outcomes of merging the event teams of the two Council areas?

3. What were the main challenges in merging the event teams, and how were they resolved?

III) The Australian Formula One Grand Prix.

1. Why was the Victorian 'Auditor-General's Report' undertaken, and what did it set out to achieve?

2. From the information provided in the case study, what are the comparative advantages and disadvantages of cost-benefit analysis and computable general

equilibrium (CGE) modelling?

3. What are the implications of the Victorian 'Auditor-General's Report' for the evaluation of other major events in Australia?

#### IV) Operational planning and the Rugby World Cup.

1. Why do event organisational structures evolve over time?

2. What issues arise as event organisational structures develop?

3. What benefits are there in developing centrally a core team of staff that is later deployed in key venue management and other roles?

4. What function do 'test' events play from an event operations perspective?

5. What function can computer aided design and drafting software play in event operations?

6. What role does staff training play in event operations? What types of training are evident in this case study?

7. What issues might have arisen if the ARU had decided to try to use a centralised organisational structure to conduct the RWC 2003 rather than devolve responsibility to individual venues?

#### V) Seven Deadly Sins Corporate Events.

1. What do you think were some of the challenges in producing a similar event experience in six different event locations simultaneously? How did Theme Traders overcome these challenges?

2. What main elements were used to create and embellish the theme of 'The Seven Deadly Sins'?

3. Other than the theme elements referred to in Question 2, what other major elements of the event would Theme Traders have had to design?

**Методические рекомендации для подготовки доклада, сообщения/  
презентаций**

Для подготовки устных сообщений или презентаций желательны иллюстративные (фото- и видео-) материалы, статистические диаграммы и таблицы.

Общие требования к презентации:

- презентация не должна быть меньше 10 слайдов;
- первый слайд – это титульный слайд, на котором обязательно должны быть представлены: название проекта; фамилия, имя, отчество автора.

Для оформления презентации обязательным требованием является использование фирменного стиля университета.

### **Критерии оценки (устного доклада, сообщения, в том числе выполненных в форме презентаций)**

100-86 баллов выставляется студенту, если студент выразил своё мнение по сформулированной проблеме, аргументировал его, точно определив ее содержание и составляющие. Студент знает и владеет навыком самостоятельной исследовательской работы по теме исследования; методами и приемами анализа теоретических и/или практических аспектов изучаемой области. Фактических ошибок, связанных с пониманием проблемы, нет; графически работа оформлена правильно

85-76 - баллов - работа характеризуется смысловой цельностью, связностью и последовательностью изложения; допущено не более 1 ошибки при объяснении смысла или содержания проблемы. Для аргументации приводятся различные данные отечественных и зарубежных авторов. Продемонстрированы исследовательские умения и навыки. Фактических ошибок, связанных с пониманием проблемы, нет. Допущены одна-две ошибки в оформлении работы

75-61 балл – студент проводит достаточно самостоятельный анализ основных этапов и смысловых составляющих проблемы; понимает базовые основы и теоретическое обоснование выбранной темы. Привлечены основные источники по рассматриваемой теме. Допущено не более 2 ошибок в смысле или содержании проблемы, оформлении работы

60 и менее баллов - если работа представляет собой пересказанный или полностью переписанный исходный текст без собственных комментариев, анализа. Не раскрыта структура и теоретическая составляющая темы. Допущено три или более трех ошибок в смысловом содержании раскрываемой проблемы, в оформлении работы.

### **Вопросы для самоконтроля**

Вопросы для самоконтроля предназначены для самопроверки студентом усвоения материала, подготовки к выполнению и семестровых заданий и сдаче экзамена. Для удобства пользования вопросы для самоконтроля разбиты по разделам и темам теоретической части курса дисциплины.

#### **Раздел I. Подготовка к организации и управлению мероприятия**

##### **Preorganization arrangements and key basics**

##### **Тема 1. An Overview of the Event Field**

1. Describe the impact the 1984 Los Angeles Olympics had on the major events industry.
2. What affect did the 1988 Bicentenary have on public celebrations in Australia?
3. What are 'Special Events'? How does considering the perspective of the event organizer or the event guest give us a clearer definition of a 'Special Event'?
4. What attributes does Getz (2005) believe create the special atmosphere at Special Events? Use examples from events that you have been to.
5. What defines a 'Hallmark' Event? Provide an International example.
6. What defines a 'local' or 'community' event? How do these kinds of events benefit the community?
7. What kinds of festivals are there? What are some examples of your country?
8. Describe the structure of the events industry and the key players and organizations.
9. What knowledge areas or 'skill domains' are important to event managers? List examples of specialized areas within these domains.
10. Where could someone wanting to enter the Event Management industry be

trained in the necessary skills?

## **Tema 2. Perspectives on Events**

1. What role do governments play in events?
2. What is an events strategy? Why do governments develop them?
3. Within the corporate perspective on events, what is meant by an internal event?

List some examples.

4. Within the corporate perspective on events, what is meant by an external event?

List some examples.

5. What types of things might be included when calculating the full ROI of an event?
6. Why do communities host events like town festivals? What are the benefits?
7. Why do people participate in events?
8. What mechanisms might an event use to engage with the community? Use examples.

## **Tema 3. Event Impacts and Legacies**

1. A local surf lifesaving club is planning a cake sale to raise money. Describe some possible positive and negative social and cultural impacts that might be associated with this event.
2. An organization is planning an inner-city fun run. Describe some possible positive and negative environmental impacts that might be associated with this event.
3. The local council is organizing an military day march and concert in the park. Describe some possible positive and negative political impacts that might be associated with this event.
4. If an event is going to have a positive economic impact, what factors are likely to be important?
5. What is the 'Legacy' of an event? What kind of things might be considered a 'legacy'?
6. What is meant by 'managing crowd behavior'? Why is it important?
7. Why are politicians drawn to events?
8. What does 'Waste Management' refer to? Why is it important?

9. Do smaller regional communities benefit from hosting local events?

#### **Tema 4. The Strategic Planning Function**

1. What are some of the 'planning pitfalls' that event managers need to be conscious of?
2. What kinds of things might be considered in a feasibility analysis? Why is it important?
3. What steps are typically involved in the bidding process?
4. Briefly describe the different organizational structures employed in the delivery of events. What are their advantages?
5. Briefly describe the strategy process employed in the development of a strategic plan?
6. In a strategic planning process, what is the difference between goals and objectives?
7. In a strategic planning process, what criteria can be used in the establishment of useful objectives?

#### **Tema 5. Conceptualizing the Event**

1. Why must event managers stay abreast of broad social changes? How has climate change affected host communities' expectations of events?
2. What does globalization mean for events? What challenges does it present?
3. Why is it important to involve the host community in the event? How might this be done?
4. What are sponsors looking to get out of events?
5. How has the evolution of the media industry affected the way events are run?
6. What does it mean to approach events as experiences? How does this change the way events are conceptualized?
7. How can a marketing screen be used to evaluate an event concept?
8. How can an operations screen be used to evaluate an event concept?
9. How can a financial screen be used to evaluate an event concept?

### **Раздел II. Процесс организации мероприятия**

#### **The process of event management**

## **Tema 6. Project Management for Events**

1. Are special events and festivals projects? What are three advantages of using project management for events?
2. Over the New Year weekend next year, a rural town wants to run a small-scale music festival. List and describe the phases of project management, using examples that might be included in this particular event.
3. What three areas of event management responsibility are often missing from the project management areas of responsibility?
4. You are scheduling the event for the inaugural home and garden show in the botanic gardens. It has been suggested that a time for project evaluation should be included. Explain what project evaluation is and whether it would be useful for your team to include.
5. A major theatre festival has this year decided to employ an artistic director, as well as an event manager. Why? What does this say about the project management approach to event management?

## **Tema 7. Financial Management and Events**

1. What two types of budgets are used in events?
2. What are the stages involved in constructing a budget?
3. When constructing the budget process, why is it important to establish the economic environment? What kind of questions might be asked?
4. What are the limitations associated with using a budget in events?
5. How can the budget be used as a control mechanism?
6. List 5 strategies that can be used to obtain the best terms from a supplier?
7. How might an event reduce its costs? Describe 3 examples.
8. Where do events source their funds from?
9. How might events increase their projected income? Describe 3 strategies.
10. What guidelines might be followed to produce a straightforward financial report?

## **Tema 8. Human Resource Management and Events**

1. Why is Human Resource planning for events unique? What challenges does it present?

2. What is a Human Resource strategy, in terms of events? What kinds of objectives might be included?
3. What is the role of policies and procedures in Human Resource management?
4. How might event managers with limited resources to devote to recruitment attract the right staff? Outline 5 strategies.
5. What are the general components of an employment contract?
6. What options exist to reward volunteers for their efforts?
7. In general terms, what are an employer's rights and responsibilities? How are these matched by an employee's rights and responsibilities?

### **Tema 9. Marketing Planning for Events**

1. What is event marketing? What kinds of things do event marketers do?
2. What can marketing techniques and practices contribute to events? Can a marketing approach be useful to all types of cultural events and festivals?
3. What strategies might an organization use to position their event favorably in the mindset of their target market? Use examples.
4. When planning the event 'product' experience, what elements are important to consider in developing a successful program?
5. In regards to developing a pricing strategy, what decisions must a marketer make?
6. What are some of the advantages of on-line ticket sales?
7. What is a marketing plan?

### **Tema 10. Promotion: Integrated Marketing Communication for Events**

1. What is IMC? In the context of developing and IMC strategy, what are the sources of brand messages?
2. How does the 'think, feel, act' model of consumer behavior help us understand the objectives of an IMC campaign?
3. How might an event organization determine what its IMC budget will be? Which of these is the most rigorous and effective?
4. What limitations are associated with the 'top down' methods of determining the IMC budget? Given these limitations, why would such methods be employed?



5. What is advertising? In the context of events, what must a successful advertising campaign do?
6. In the IMC context, what is public relations? Give an example of how a major sporting event might use public relations to encourage people to attend?
7. In the IMC context, what is sales promotion? Give an example of how a small multi-cultural festival might use sales promotion.
8. In the IMC context, what purposes do websites serve? What kind of website would you recommend to a small regional community festival?
9. What is the key to a successful website? What design principles guide the design of successful websites? List 6 examples.
10. In the IMC context, what is personal selling? Give an example of how a fundraising marathon might use sales promotion?

### **Tema 11. Sponsorship of Special Events**

1. Analyze the corporate sponsorship of an event and identify the main benefits that were obtained.
2. What has driven the shift in marketing from traditional media to event sponsorship?
3. How do corporate sponsors benefit from sponsorship? Give five examples.
4. What kinds of questions should an event organization ask itself before it seeks sponsorship as a revenue stream?
5. During summer there will be an outdoor cinema in the botanic gardens, playing a range of endearing and well-crafted films. What benefits might the event offer to potential sponsors?
6. What are some of the advantages of using tailor-made sponsorship packages?
7. What benefits does sponsorship of the arts offer organizations?
8. What is the value in committing a sponsorship agreement to paper in the form of a contract? What does a contract normally include?
9. What techniques can be used for effective sponsorship management? Give 5 examples.
10. What is a sponsorship management plan? What do they do?

11. What techniques exist to measure the e-activity generated by sponsorship of an event?

### **Tema 12. Sustainable Event Management**

1. How does an event's purchasing policy contribute to its environmental sustainability?
2. What sustainable options are available to events that must use mobile power?
3. Why is waste management important in the production of sustainable events?
4. How can waste prevention techniques assist an event's sustainability efforts?
5. Why is it important to know what the materials recovery facility will accept?
6. How can an event manager ensure that biodegradable waste is managed sustainably?
7. How can participants be incentivized to recycle?
8. How can participants be encouraged to use public transport?
9. How can participants be encourage to save water?
10. What are the sustainable toilet options for an event?

### **Tema 13. Event Tourism Planning**

1. A detailed situational analysis should underpin the decisions made on what event tourism goals to set for a destination. What kind of factors could be included in a situational analysis?
2. What is destination branding? Explain with reference to an example.
3. What problems are presented by having multiple bodies charged with event tourism development at a particular destination? How might these be overcome?
4. What are some common grant selection criteria employed by event tourism organizations?
5. A regional steam-train festival is considering asking the state tourism commission for research to support their situational analysis. With specific reference to the festival, what areas of research might be considered?
6. In terms of financial support offered by event tourism organizations to festivals and events, what is the difference between grants, sponsorship and equity?
7. How might an event tourism organization assist an event or destination with

marketing?

8. Why is the evaluation of an event tourism strategy important? Where might an organization gather data on business tourism in your country.

#### **Tema 14. Staging Events**

1. A client wants their staff Christmas party to have an 'Ancient Greek' theme? How could this be created?

2. What is a 'stage plan'? What function does it serve?

3. You are the event manager for a small community music festival that will be held outdoors in a park across two stages from midday to midnight. What factors need to be considered in terms of stage safety? How would you manage these? Draw up a stage plan for your event.

4. What does the 'pre-programming' of an event's audiovisual elements mean? What are the advantages and disadvantages of pre-programming?

5. What concerns does the consumption of alcoholic beverages present to an event manager? How does this affect the relationship with the caterer?

6. In the context of staging events, what is hospitality? How can it be successfully provided to event guests?

7. You are organizing a production meeting. Who will you invite? What kinds of things might be discussed?

8. What is the importance of the bump-in and bump-out in the production schedule? What happens during these times?

9. Why is it important to make a recording of an event? What factors need to be considered?

#### **Tema 15. Logistics**

1. Does event logistics have more in common with business logistics or military logistics? In what way?

2. How important is 'ticketing' to an event? What is the advantage of the colored wristbands, commonly used at festivals these days?

3. What kinds of factors should be considered with regards to queuing at an event? You are running an event that has only one, narrow entrance, and there is a concern that

there will be long queues. What can be done to keep customers happy?

4. What kinds of things need to be considered in preparing for the flow of traffic and people around a festival site, at the time of the event?
5. How can signage be used as a communication tool at an event? What factors need to be taken into account?
6. How might media coverage affect an event's logistics? Is media coverage worth the extra effort required to accommodate it?
7. In terms of event shutdown, what work remains after the event is finished?
8. What is the role of the logistics manager? How does the logistics manager relate to other members of the management team?
9. What is the value of a site or venue map? What is the key to a good map?
10. What are the emergency procedures at an event? What kinds of things are covered by the emergency procedures?

#### **Tema 16. Event Evaluation and Research**

1. What indicators might be used in a holistic triple bottom line approach to event evaluation?
2. In the event evaluation process, what is a demographic profile? Why is it useful?
3. Should event management processes be included in an event evaluation?
4. Will all an event's stakeholders want the same thing from the event evaluation?  
What are different stakeholders likely to want out of the process?
5. How might stakeholder observation help in the evaluation of an event?
6. In the context of the event evaluation process, what is the difference between qualitative and quantitative data?
7. How might a post-event evaluation enhance an event's reputation?
8. In the context of events, what basic principles can be used to construct a useful survey or questionnaire?
9. What happens once the evaluation is complete and the report is written? How is this done?

#### **Tema 17. Legal Issues of Event Management**

1. What is a contract? What does it contain?

2. What would a contract between an events company organizing a corporate party and an musical performance be likely to contain?
3. What contracts would a day-long music festival need?
4. A company is negotiating with a hotel convention center to host their annual conference. What is usually contained in the Venue contract?
5. What elements and clauses might be contained in a broadcast contract between a major television network and a major sporting event?
6. How would an events company legally engage a lighting company to do the lighting at an event? How is a contract constructed?

### **Тема 18. Risk Management**

1. Is risk always harmful? Explain.
2. What techniques exist for identifying risk in the context of events? Briefly describe.
3. How can a SWOT analysis be used to identify and classify risk?
4. How can incident reports be used to identify and predict risk?
5. Why is the accurate identification of risk important?
6. What are the 'dimensions of risk'? How do they provide an event team with a tool to rate risk?
7. What is the transfer of risk? In what way is a risk management process a transfer of risk?
8. What is a risk register? What is the advantage of a live risk register?
9. What principles can be employed in successful crowd management? Why is it important?
10. How can an event work with its participants to minimize risk?

## **VI. КОНТРОЛЬ ДОСТИЖЕНИЯ ЦЕЛЕЙ КУРСА**

№ п/п	Контролируемые разделы дисциплины	Коды и этапы формирования компетенций		Оценочные средства	
				текущий контроль	промежуточная аттестация
1	Раздел I. Подготовка к организации и	ПК-5	ПК -5.1 Разрабатывает и реализует проекты, направленные на	Конспект (ПР-7) Собеседование (УО-1)	Тест (ПР-1)

	<p>управлению мероприятия</p> <p>Раздел II. Процесс организации мероприятия</p>	<p>развитие и повышение конкурентоспособности средств размещения и предприятий питания. ПК -5.2 Анализирует новые возможности рынка гостиничных услуг. ПК -5.3 Применяет современные методики оценки рынка гостиничных услуг.</p>	<p>Кейс-задачи (ПР-11)</p>	
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## VII. СПИСОК УЧЕБНОЙ ЛИТЕРАТУРЫ И ИНФОРМАЦИОННО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

### Основная литература

*(электронные и печатные издания)*

1. Гойхман, О. Я. Организация и проведение мероприятий : учеб. пособие / О.Я. Гойхман. — 2-е изд. — Москва : ИНФРА-М, 2018. — 136 с. — (Высшее образование: Бакалавриат). - ISBN 978-5-16-004998-4. - Текст : электронный. - URL: <https://znanium.com/catalog/product/912523> – Режим доступа: по подписке.
2. Романцов, А. Н. Event-маркетинг. Сущность и особенности организации (2-е издание) : практическое пособие / А. Н. Романцов. — Москва : Дашков и К, Ай Пи Эр Медиа, 2017. — 89 с. — ISBN 978-5-394-01544-1. — Текст : электронный // Электронно-библиотечная система IPR BOOKS : [сайт]. — URL: <http://www.iprbookshop.ru/57071.html> — Режим доступа: для авторизир. пользователей.
3. Томилин, К. Г. Игровые виды рекреации на СПА-курортах : учебное пособие / К. Г. Томилин, И. Н. Овсянникова. — Саратов : Ай Пи Ар Медиа, 2019. — 176 с. — ISBN 978-5-4497-0053-7. — Текст : электронный // Электронно-библиотечная система IPR BOOKS : [сайт]. — URL: <http://www.iprbookshop.ru/83823.html> — Режим доступа: для авторизир.

пользователей. - DOI: <https://doi.org/10.23682/83823>

**Дополнительная литература**  
(печатные и электронные издания)

1. Multi-Project Management with a Multi-Skilled Workforce [Electronic resource] / Matthias Walter, Matthias Walter. - Springer Fachmedien Wiesbaden, 2015. – 319p. – Available at:

<https://lib.dvfu.ru:8443/lib/item?id=chamo:853361&theme=FEFU>

2. Legacy, Sustainability and CSR at Mega Sport Events [Electronic resource]. - Pierre Lienhard, Holger Preuss, 2014. – 266p. – Available at:

<https://lib.dvfu.ru:8443/lib/item?id=chamo:853236&theme=FEFU>

3. Razaq Raj and Paul Walters (2013) Events Management: Principles and Practice, London: SAGE. Available at:

<http://newisbn.ru/Events-management-principles-and-practice-cRazaq-Raj-Paul-Walters-and-Tahir-Rashid/9/gfibfgi>

4. Tum, J. Norton, P. and Nevan Wright, J. (2005) Management of Events Operations, Oxford: Elsevier. Available at:

[http://www.pseudology.org/terovanesian/Masterman\\_Innovative\\_Marketing\\_Communications2.pdf](http://www.pseudology.org/terovanesian/Masterman_Innovative_Marketing_Communications2.pdf)

**Перечень ресурсов информационно-телекоммуникационной сети  
«Интернет»**

Международные ассоциации Event-менеджмента / International event-management associations:

Название/ Name	Аббревиатура/ Abbreviation	Режим доступа/ Available at
Meeting Planners International	MPI	<a href="http://www.mpiweb.org">www.mpiweb.org</a>
Corporate Event Marketing Association	CEMA	<a href="http://www.cemaonline.com/">www.cemaonline.com/</a>
Connected International Meeting Professionals Association	CIMPA	<a href="http://www.cimpa.org">www.cimpa.org</a>
International Association of Assembly	IAAM	<a href="http://www.iaam.org">www.iaam.org</a>

Managers		
International Special Events Association	ISES	www.ises.com
International Congress & Convention Association	ICCA	www.iccaworld.com
Global Association of the Exhibition Industry	UFI	www.ufi.org
International Association of Professional Congress Organisers	IAPCO	www.iapco.org
International Festivals & Events Association	IFEA	www.ifea.com
International Association for Exhibition Management	-	www.iaem.org
Wedding & Event Videographers Association International	WEVA	www.weva.com/
Exhibition & Event Association of Australasia	-	www.eeaa.com.au
International Association of Exhibitions and Events	IAEE	www.iaee.com/
Trade Show Exhibitors Association	TSEA	www.tsea.org/

## **VIII. МЕТОДИЧЕСКИЕ УКАЗАНИЯ ПО ОСВОЕНИЮ ДИСЦИПЛИНЫ**

Реализация дисциплины «Event-менеджмент» предусматривает следующие виды учебной работы: практические занятия, самостоятельную работу студентов, текущий контроль и промежуточную аттестацию.

Освоение курса дисциплины «Event-менеджмент» предполагает рейтинговую систему оценки знаний студентов и предусматривает со стороны преподавателя текущий контроль за посещением студентами практических занятий, подготовкой и выполнением всех видов самостоятельной работы.

Промежуточной аттестацией по дисциплине «Event-менеджмент» является экзамен, который проводится в виде итогового тестирования.

В течение учебного семестра обучающимся нужно:

- посещать занятия (18 баллов);
- успешно выполнить аудиторные задания (18 баллов);



- своевременно и успешно выполнить все виды самостоятельной работы (34 балла);

- своевременно и успешно выполнить итоговое тестирование (30 баллов).

Студент считается аттестованным по дисциплине «Event-менеджмент» при условии выполнения всех видов текущего контроля и самостоятельной работы, предусмотренных учебной программой.

Критерии оценки по дисциплине «Event-менеджмент» для аттестации на экзамене следующие: 86-100 баллов – «отлично», 76-85 баллов – «хорошо», 61-75 баллов – «удовлетворительно», 60 и менее баллов – «неудовлетворительно».

Пересчет баллов по текущему контролю и самостоятельной работе производится по формуле:

$$P(n) = \sum_{i=1}^m \left[ \frac{O_i}{O_i^{max}} \times \frac{k_i}{W} \right],$$

где:  $W = \sum_{i=1}^n k_i^n$  для текущего рейтинга;

$W = \sum_{i=1}^m k_i^n$  для итогового рейтинга;

$P(n)$  – рейтинг студента;

$m$  – общее количество контрольных мероприятий;

$n$  – количество проведенных контрольных мероприятий;

$O_i$  – балл, полученный студентом на  $i$ -ом контрольном мероприятии;

$O_i^{max}$  – максимально возможный балл студента по  $i$ -му контрольному мероприятию;

$k_i$  – весовой коэффициент  $i$ -го контрольного мероприятия;

$k_i^n$  – весовой коэффициент  $i$ -го контрольного мероприятия, если оно является основным, или 0, если оно является дополнительным.

**Рекомендации по планированию и организации времени,  
отведенного на изучение дисциплины**

Оптимальным вариантом планирования и организации студентом времени, необходимого для изучения дисциплины, является равномерное распределение учебной нагрузки, т.е. систематическое ознакомление с теоретическим материалом на занятиях и закрепление полученных знаний при подготовке и выполнении работ и заданий, предусмотренных для самостоятельной работы студентов.

Подготовку к выполнению всех работ необходимо проводить заранее, чтобы была возможность проконсультироваться с преподавателем по возникающим вопросам. В случае пропуска занятия, необходимо предоставить письменный конспект пропущенной темы.

Самостоятельную работу следует выполнять согласно графику и требованиям, предложенным преподавателем.

### **Алгоритм изучения дисциплины**

Изучение курса должно вестись систематически и сопровождаться составлением подробного конспекта. В конспект рекомендуется включать все виды учебной работы: теоретический материал, самостоятельную проработку рекомендуемой основной и дополнительной литературы, ответы на вопросы для самоконтроля и другие задания, предусмотренные для самостоятельной работы студентов.

Основным промежуточным показателем успешности студента в процессе изучения дисциплины является его готовность к выполнению кейс-задач и презентация разработанного проекта.

Критерием готовности к кейс-задачам является умение студента ответить на все контрольные вопросы, рекомендованные преподавателем.

Знания, полученные студентами в процессе изучения дисциплины, должны закрепляться не повторением, а применением материала. Этой цели при изучении дисциплины «Event-менеджмент» служат активные формы и методы обучения, такие как метод лекции-дискуссии, мозгового штурма, работы в парах и командах, кейс-задачи, которые дают возможность студенту

освоить профессиональные компетенции и проявить их в условиях, имитирующих профессиональную деятельность.

Особое значение для освоения теоретического материала и для приобретения и формирования умений и навыков имеет самостоятельная работа студентов. Самостоятельная работа студентов по данной дисциплине предусматривает изучение рекомендуемой основной и дополнительной литературы, написание конспектов, подготовку к участию в дискуссиях на занятиях, блиц-опросах, решение кейс-задач, подготовку презентации проекта и подготовку к промежуточной аттестации – экзамену.

Для самопроверки усвоения материала, подготовки к выполнению текущих заданий и работ, и сдаче экзамена студентам предлагаются вопросы для самоконтроля.

#### **Рекомендации по использованию методов активного обучения**

Для повышения эффективности образовательного процесса и формирования активной личности студента важную роль играет такой принцип обучения как познавательная активность студентов. Целью такого обучения является не только освоение знаний, умений, навыков, но и формирование основополагающих качеств личности, что обуславливает необходимость использования методов активного обучения, без которых невозможно формирование специалиста, способного решать профессиональные задачи в современных рыночных условиях.

Для развития профессиональных навыков и личности студента в качестве методов активного обучения целесообразно использовать лекции-дискуссии, которые позволяют студентам осмысливать и самостоятельно интерпретировать материал курса, метод мозгового-штурма, кейс-задачи, представляющие собой описание деловой ситуации, которая реально возникла или возникает в процессе деятельности. Метод блиц-опроса позволяет проверить закрепление и понимание пройденного материала по изученным темам.

Реализация такого типа обучения по дисциплине «Event-менеджмент»

осуществляется через использование парной и командной работы, в частности решения реальных кейсов из индустрии организации мероприятий, которые можно определить как методы имитации принятия решений в различных ситуациях путем проигрывания вариантов по заданным условиям.

Кейс-задачи предназначены для использования студентами конкретных приемов и концепций при их выполнении для того, чтобы получить достаточный уровень знаний и умений для принятия решений в аналогичных ситуациях на предприятиях, тем самым уменьшая разрыв между теоретическими знаниями и практическими умениями. Решение кейс-задач студентам предлагается в завершении изучения определенной учебной темы, а знания, полученные на занятиях, должны стать основой для решения этих задач. Из этого следует, что студент должен владеть достаточным уровнем знания материала, уметь работать с действующей документацией, и т.д. Студент должен уметь правильно интерпретировать ситуацию, т.е. правильно определять – какие факторы являются наиболее важными в данной ситуации и какое решение необходимо принять.

Все методы активного обучения призваны вырабатывать следующие умения и навыки у студентов:

- работать с увеличивающимся и постоянно обновляющимся потоком информации в области организации мероприятий;
- высказывать и отстаивать свою точку зрения четкой, уверенной и грамотной речью;
- вырабатывать собственное мнение на основе осмысления полученных знаний и проведения исследований;
- самостоятельно принимать решения.

### **Рекомендации по работе с литературой**

При самостоятельной работе с рекомендуемой литературой студентам необходимо придерживаться определенной последовательности:

- при выборе литературного источника теоретического материала лучше всего исходить из основных понятий изучаемой темы курса, чтобы

точно знать, что конкретно искать в том или ином издании;

– для более глубокого усвоения и понимания материала следует читать не только имеющиеся в тексте определения и понятия, но и конкретные примеры;

– чтобы получить более объемные и системные представления по рассматриваемой теме необходимо просмотреть несколько литературных источников (возможно альтернативных);

– не следует конспектировать весь текст по рассматриваемой теме, так как такой подход не дает возможности осознать материал; необходимо выделить и законспектировать только основные положения, определения и понятия, позволяющие выстроить логику ответа на изучаемые вопросы.

### **Рекомендации по подготовке к экзамену**

Подготовка к экзамену и его результативность также требует у студентов умения оптимально организовывать свое время. Идеально, если студент ознакомился с основными положениями, определениями и понятиями курса в процессе аудиторного изучения дисциплины, тогда подготовка к экзамену позволит систематизировать изученный материал и глубже его усвоить.

Подготовку к экзамену лучше начинать с распределения предложенных контрольных вопросов по разделам и темам курса. Затем необходимо выяснить наличие теоретических источников (конспекта лекций, учебников, учебных пособий).

При изучении материала следует выделять основные положения, определения и понятия, можно их конспектировать. Выделение опорных положений даст возможность систематизировать представления по дисциплине и, соответственно, результативнее подготовиться к экзамену.

## **IX. МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ**

Для осуществления образовательного процесса по дисциплине «Event-менеджмент» необходимы:

– учебная аудитория с мультимедийным оборудованием (проектором и экраном);

– программное обеспечение: Microsoft Word, Microsoft Excel, Microsoft PowerPoint.

## X. ФОНДЫ ОЦЕНОЧНЫХ СРЕДСТВ

Наименование категории (группы) общепрофессиональных компетенций	Код и наименование общепрофессиональной компетенции (результат освоения)	Код и наименование индикатора достижения компетенции
Проектный	ПК -5 Способен находить и оценивать новые рыночные возможности, формулировать бизнес-идеи.	ПК -5.1 Разрабатывает и реализует проекты, направленные на развитие и повышение конкурентоспособности средств размещения и предприятий питания.
		ПК -5.2 Анализирует новые возможности рынка гостиничных услуг.
		ПК -5.3 Применяет современные методики оценки рынка гостиничных услуг.

Код и наименование индикатора достижения компетенции	Наименование показателя оценивания (результата обучения по дисциплине)
ПК -5.1 Разрабатывает и реализует проекты, направленные на развитие и повышение конкурентоспособности средств размещения и предприятий питания.	Знает как проводить стратегический анализ и оценивать результаты деятельности предприятий сферы туризма и выявлять факторы успеха при проведении мероприятий.
	Умеет формулировать направления работ по формированию концепции и реализации конкурентоспособной стратегии развития предприятий сферы туризма.
ПК -5.2 Анализирует новые возможности рынка гостиничных услуг.	Знает как осуществлять взаимодействие с заинтересованными лицами в процессе разработки концепции и стратегии развития, а также в достижении стратегических целей и задач в управлении туристской организацией, задействованной в сфере организации и проведения мероприятий.
	Умеет экономически обосновывает корпоративные и функциональные стратегии развития предприятий сферы туризма, задействованной в сфере организации и проведения мероприятий.
ПК -5.3 Применяет современные методики оценки рынка гостиничных услуг.	Знает современные производственные, информационные и коммуникативные технологии, применяемые в процессе организации мероприятий.
	Умеет использовать современные технологии для составления необходимой нормативно-правовой

Код и наименование индикатора достижения компетенции	Наименование показателя оценивания (результата обучения по дисциплине)
	документации при организации и сопровождении мероприятия.

### Контроль достижений целей курса

#### План-график выполнения самостоятельной работы по дисциплине

№ п/п	Дата / сроки выполнения	Вид самостоятельной работы	Примерные нормы времени на выполнение	Форма контроля
1.	3 неделя	Изучение кейс-задач	30	Устный опрос
	18 неделя			
2.	8 неделя	Подготовка доклада/сообщения	30	Выступление на круглом столе
	17 неделя			
3.	В течение семестра	Написание конспекта	30	Блиц-опрос Тестирование
ИТОГО			90	

#### Шкала оценивания уровня сформированности компетенций

Код и формулировка компетенции	Этапы формирования компетенции	Критерии	Показатели
ПК -5 Способен находить и оценивать новые рыночные возможности, формулировать бизнес-идеи.	ПК -5.1 Разрабатывает и реализует проекты, направленные на развитие и повышение конкурентоспособности средств размещения и предприятий питания.	- Знает как проводить стратегический анализ и оценивать результаты деятельности предприятий сферы туризма и выявлять факторы успеха при проведении мероприятий. - Умеет формулировать направления работ по формированию концепции и реализации конкурентоспособной стратегии развития предприятий сферы туризма.	- Способность проводить стратегический анализ и оценивать результаты деятельности предприятий сферы туризма и выявлять факторы успеха при проведении мероприятий. - Способность формулировать направления работ по формированию концепции и реализации конкурентоспособной стратегии развития предприятий сферы туризма.

	<p>ПК -5.2 Анализирует новые возможности рынка гостиничных услуг.</p>	<p>- Знает как осуществлять взаимодействие с заинтересованными лицами в процессе разработки концепции и стратегии развития, а также в достижении стратегических целей и задач в управлении туристской организацией, задействованной в сфере организации и проведения мероприятий.</p> <p>- Умеет экономически обосновывать корпоративные и функциональные стратегии развития предприятий сферы туризма, задействованной в сфере организации и проведения мероприятий.</p>	<p>- Способность осуществлять взаимодействие с заинтересованными лицами в процессе разработки концепции и стратегии развития, а также в достижении стратегических целей и задач в управлении туристской организацией, задействованной в сфере организации и проведения мероприятий.</p> <p>- Способность экономически обосновывать корпоративные и функциональные стратегии развития предприятий сферы туризма, задействованной в сфере организации и проведения мероприятий.</p>
	<p>ПК -5.3 Применяет современные методики оценки рынка гостиничных услуг.</p>	<p>- Знает современные производственные, информационные и коммуникативные технологии, применяемые в процессе организации мероприятий.</p> <p>- Умеет использовать современные</p>	<p>- Способность охарактеризовать современные производственные, информационные и коммуникативные технологии, применяемые в процессе организации мероприятий.</p> <p>- Способность использовать современные технологии для составления</p>



		технологии для составления необходимой нормативно-правовой документации при организации и сопровождении мероприятия.	необходимой нормативно-правовой документации при организации и сопровождении мероприятия.
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## Зачетно-экзаменационные материалы

### Оценочные средства для промежуточной аттестации

#### Тестовые задания

1. How has the event industry responded to the specter of global warming?
  - a. By developing and participating in Emission Trading Schemes
  - b. By focusing on events that require less travel time
  - c. By focusing on creating high-profile feel-good events
  - d. By adopting initiatives to reduce the environmental impact of events
2. From an event organizer's perspective, a Special Event is an event that:
  - a. Attracts the most publicity
  - b. Occurs outside of the normal program or activities of the organizing body
  - c. Requires the most resources to run
  - d. Is the most popular with stake-holders
3. From a customer or guest's point of view, a Special Event is an event that:
  - a. Costs more money than normal day-to-day activities
  - b. Is the most popular event in the calendar
  - c. Provides an experience beyond the everyday
  - d. All of the above
4. Which of the following could be classified as a 'Mega-Event'?
  - a. The FIFA World Cup
  - b. The World University Games
  - c. The World Star-Trek Convention
  - d. A CWA cake sale

5. Which of the following could be classified as a 'Hallmark Event'?
  - a. The FIFA World Cup
  - b. The Sydney Olympics
  - c. Munich Oktoberfest
  - d. The Melbourne Grand Prix
6. Which of the following could be classified as a 'Major Event'?
  - a. The FIFA World Cup
  - b. The Birdsville Races
  - c. The Melbourne Australian Open
  - d. The Carnival in Rio de Janeiro
7. Which of the following could be classified as a 'Community Event'?
  - a. The FIFA World Cup
  - b. The Birdsville Races
  - c. The Melbourne Australian Open
  - d. The Carnival in Rio de Janeiro
8. When classifying events by form or content, which of the following is not a category?
  - a. Festivals
  - b. Sports Events
  - c. Charity Fundraisers
  - d. Business events
9. The most popular form of arts festivals are:
  - a. Writers' Festivals
  - b. Music Festivals
  - c. Visual Arts Festivals
  - d. Sporting events
10. What do Event Management Companies do?
  - a. Operate under the direct control of larger corporations
  - b. Organize events on a contract basis
  - c. Specialize in areas associated with events, like security, staging etc.

d. Focus all their attention on one event at a time

11. Those seeking a career in events may wish to consider volunteering for an event team because:

- a. Employers often look for a mix of qualifications and experience
- b. It is a good way to gain experience and a foothold in the industry
- c. A successful career depends on applicants identifying their own skills and interests, and then matching these carefully with the needs of prospective employers

d. All of the above

12. Which of the following is not a role governments play in events?

- a. Venue owner / manager
- b. Booking agent
- c. Consent authority and regulatory body
- d. Funding body

13. Which of the following is not a role governments play in events?

- a. Funding body
- b. Event organizer
- c. Event / destination marketer
- d. Event security

14. The corporate sector recognizes the power of events to:

- a. Improve company morale
- b. Improve business procedures
- c. Improve profitability and income
- d. All of the above

15. Corporate or Business events:

- a. Are any events designed to boost sales or market position
- b. Are any events aimed at developing the organization's business functions
- c. Are any events that support an organization's aims, as a business
- d. Are any events organized and delivered by events professionals

16. Corporate or Business events:

- a. Are focused on developing the company, through training, networking etc.
- b. Are focused on consumers, through building brand awareness, influencing choices etc.
- c. Can be both externally and internally focused
- d. All of the above

17. Which of the following is an example of an internal event, from a corporate perspective:

- a. A trade mission to Malaysia
- b. An AGM
- c. A sponsored golf tournament
- d. A press conference regarding an Initial Public Offering

18. Which of the following is an example of an internal event, from a corporate perspective:

- a. A day-long accounting software training session
- b. The opening of a new franchise
- c. Routine server maintenance
- d. A trade show

19. Which of the following is an example of an external event, from a corporate perspective:

- a. A dealer network seminar
- b. A corporate retreat
- c. End-of-the-month staff drinks
- d. The gala opening of a flagship store

20. Which of the following is an example of an external event, from a corporate perspective:

- a. A corporate retreat
- b. Christmas drinks for clients
- c. A dinner to welcome the new CEO
- d. A team-building session

21. In the events field, the Return on Investment (ROI) is a measure of:

- a. The benefits associated with running an event
  - b. The benefits associated with running an event, relative to the event's costs
  - c. The real-dollar benefits associated with an event, relative to the benefits that cannot be quantified
  - d. The costs associated with an event, relative to the benefits of the event
22. A dinner for prospective investors cost \$10,000 but the event manager has estimated that the ROI is likely to be 20%. This implies that the benefits associated with the event will sum to:
- a. \$8,000
  - b. \$10,000
  - c. \$12,000
  - d. \$15,000
23. In terms of events design and management, the community where the event takes place is above all:
- a. The primary market for the event
  - b. A potential source of volunteers
  - c. A major stakeholder whose views need to be incorporated
  - d. The group ultimately responsible for the event
24. The three elements of the triple bottom line are:
- a. Private, Social and Economic
  - b. Social, Economic and Environmental
  - c. Social, Environmental and Political
  - d. Economic, Financial and Monetary
25. Why is greater emphasis often placed on the financial impacts of events?
- a. Because they are the most important and most easily measured
  - b. Because organizations often face strict budget constraints, and financials are often fungible
  - c. Because organizations often face strict budget constraints, and because they are easily measured
  - d. Because organizations often face strict budget constraints, and because of

the Global Financial Crisis

26. An example of a negative social and cultural impact associated with an event is:

- a. Substance abuse
- b. The event is used for propaganda
- c. Pollution
- d. Community alienation

27. An example of a negative environmental impact associated with an event is:

- a. Violence
- b. The misallocation of funds
- c. Inflated prices
- d. Traffic congestion

28. An example of a positive environmental impact associated with an event is:

- a. Job creation
- b. Urban renewal
- c. Expansion of cultural perspectives
- d. Social cohesion

29. An example of a negative tourism / economic impact associated with an event is:

- a. Loss of amenity
- b. Destruction of heritage
- c. Loss of a location's 'authentic' feel
- d. Propaganda

30. An example of a positive tourism / economic impact associated with an event is:

- a. Job creation
- b. Increased community participation
- c. Social cohesion
- d. Urban renewal

31. The expression 'bread and circuses' comes from:

- a. The Roman's belief in the importance of celebration in a full life
  - b. The Roman's tendency to commit to celebrations, even in difficult times
  - c. The Roman's use of events to deflect criticism and shore up popularity
  - d. The Medicis strategic approach to public life
32. The economic benefits of an event:
- a. Accrue in the preparations for the event
  - b. Accrue during the event
  - c. Accrue after the event and into the future
  - d. Accrue at all stages of the event and into the future
33. Events have a positive economic impact:
- a. On all sectors of the economy
  - b. On the providers of infrastructure but not necessarily the on the retail sector or on small business
  - c. On the retail sector and small business, but not necessarily on the providers of infrastructure
  - d. In theory, but these impacts are impossible to measure in any meaningful way
34. The employment creation associated with an event:
- a. Tends to be in permanent full-time work
  - b. Is reflected in all sectors of the economy
  - c. Generally tends to be under-estimated
  - d. Maybe substantial but is generally short-lived
35. In an events context, Economic Impact Studies measure:
- a. The expenditure involved in staging an event
  - b. The event's impact on the wider economy
  - c. The expenditure involved in staging an event and any flow on effects
  - d. The negative effects associated with the event, in dollar values
36. In an Economic Impact Study, the economic impacts of an event are derived from:
- a. Expenditure by visitors from outside the region

- b. Capital expenditure on facilities required to conduct the event
  - c. Expenditure incurred by event organizers and sponsors
  - d. All of the above
37. Surveys of the host community's perceptions of an event:
- a. Provide every member of the community with the opportunity to provide feedback
  - b. Are a tool for identifying community concerns
  - c. allow event managers to manage community expectations of the event
38. The Legacy of an event refers to:
- a. The social and cultural benefits of an event
  - b. The charitable contributions associated with an event
  - c. The longer-term impacts of an event
  - d. The international impacts of an event
39. Event Legacies:
- a. Are easier to identify, quantify and manage over the longer term
  - b. Should be actively and strategically managed
  - c. Are only a concern of 2nd tier or mega-events
  - d. Are consistently over-looked by governments
40. In terms of the economic impact of events 'leveraging' refers to:
- a. Having plans in place to use the stimulus of an event to a business' advantage
  - b. Having plans in place to use the stimulus of an event to increase government revenue
  - c. Having systems in place that mitigate the negative impact of events
  - d. Using a region's economic credentials to bid for and win major events
41. What is strategic planning?
- a. It's about putting your head down and getting the job done
  - b. It's about picking a destination and deciding how to get there
  - c. It's about having a vision for the kind of world we want to live in
  - d. It's about establishing rules and systems rigid enough to provide an



organization with structure and discipline

42. Strategic Plans are:

- a. One-off exercises
- b. Conclusive
- c. Focused and highly detailed
- d. Active and directional in nature

43. Which of the following correctly describes the phases of the strategic planning process in the correct order?

- a. Establishment of an organizational structure, strategic planning, feasibility analysis, concept development, legacy
- b. Strategic planning, feasibility analysis, establishment of an organizational structure, concept development, legacy
- c. Concept development, feasibility analysis, establishment of an organizational structure, strategic planning, legacy
- d. Feasibility analysis, establishment of an organizational structure, concept development, strategic planning, legacy

44. In the 'concept' phase of the strategic planning process:

- a. The key features of the event are designed and developed
- b. The 'idea' for the event is pitched to investors
- c. The central features are marketed to potential customers
- d. The practical issues associated with the event concept are analyzed and tested

45. In the strategic planning process, a feasibility analysis is:

- a. An assessment of the event's chances of securing finance
- b. A formal analysis of an event's potential
- c. A search for historical precedents of similar events
- d. An analysis of 'mission-critical' risks

46. During the formation of a bidding body and the bid preparation, a bid document:

- a. Is an analysis of an event's viability

- b. Is a history of past and potential future bids
- c. Is a formal pitch to the event owners
- d. Is a checklist of items needed before the bid can proceed

47. A functional organizational structure:

- a. Is focused on achieving the most efficient or functional organization of work units
- b. Groups activities by function, as well as by project
- c. Is employed in projects that serve a function, such as the construction of roads
- d. Is based on the tasks an organization needs to perform in order to fulfil its mission

48. A multi-organizational or network structure of organization:

- a. Involves a central management body 'out-sourcing' the services it needs
- b. Pools together the knowledge of many organizations into a collective management body
- c. Is the final stage in the evolution of an event organization's structure
- d. All of the above

49. A central benefit of the multi-organizational or network structure of organization is that:

- a. It allows the event management firm to be actively engaged in all areas of the event's production
- b. It allows the event management firm to retain a body of staff and experts through all stages of the event
- c. It allows the event management firm to specialize in the management function
- d. It allows the event management firm to free itself of any concern for the implementation of its plans

50. An event's organizational structure should:

- a. Be firm, so as to provide certainty and stability to the organizational process
- b. Be able to adapt to the evolving needs of the event

- c. Evolve through a functional, to a program-based, to a network organizational structure
  - d. All of the above
51. In a strategic planning process, goals:
- a. Are brief, precise and motivational
  - b. Are broad statements that seek to provide direction to those engaged in the organization of the project
  - c. Are used to quantify progress towards an event's vision and mission
  - d. Describe in broad terms what an event hopes to achieve in the long run
52. In a strategic planning process, objectives:
- a. Are brief, precise and motivational
  - b. Are broad statements that seek to provide direction to those engaged in the organization of the project
  - c. Are used to quantify progress towards an event's goals
  - d. Describe in broad terms what an event hopes to achieve in the long run
53. In a strategic planning process, objectives:
- a. Allow event organizations to assess what aspects of their planning have succeeded or failed
  - b. Feed into the achievement of an event's goals
  - c. Feed into an event's mission through an event's goals
  - d. All of the above
54. In a strategic planning process, a Situation Analysis, such as a SWOT analysis:
- a. Determines an event's vision and mission
  - b. Provides a framework for developing goals and objectives
  - c. Is necessary before an event organization develops its strategy
  - d. Is a post-implementation review of strategy
55. In a strategic planning process, Operational Plans:
- a. Support the event organization's strategy
  - b. Set out processes for achieving the objectives in an event's strategy
  - c. Are formulated for each operational area, as required for the event

- d. All of the above
56. In the context of events, Strategic Planning:
- a. Can only be used for new or 'clean-sheet' events
  - b. Can be used in new as well as established, recurring events
  - c. Is likely to result in radical, rather than incremental change
  - d. All of the above
57. The term 'Stakeholders' refers to:
- a. The participants, spectators, and event staff
  - b. The host organization, the host community and sponsors
  - c. Entities with a legitimate interest in the outcomes of the event
  - d. All of the above
58. In contemporary events management, an event will be deemed a success if:
- a. It satisfies all the needs and expectations of its audience
  - b. The host community feels that the event had a positive impact overall
  - c. All the competing needs and expectations of the various stakeholders were balanced
  - d. It is financially profitable
59. When considering an event's stakeholders the 'host organization' refers to:
- a. The venue where the event will take place
  - b. The entity initiating the event
  - c. The network or organization representing the interests of the local community
  - d. The event management company contracted to run the event
60. Considering the corporate sector host organizations, industry promotions, trade fairs and conferences will most likely be generated by:
- a. An entrepreneur
  - b. A company
  - c. An industry association
  - d. A Media organization
61. Considering the corporate sector host organizations, ticketed sporting events,

concerts and exhibitions will most likely be generated by:

- a. An entrepreneur
- b. A company
- c. An industry association
- d. A Media organization

62. Considering the corporate sector host organizations, a gala product launch will most likely be generated by:

- a. An entrepreneur
- b. A company
- c. An industry association
- d. A Media organization

63. Considering the range of host organizations, a local car-club rally will most likely be generated by:

- a. A community sector sports organization
- b. A community sector Charity organization
- c. A community sector club or society
- d. A government sector local government body

64. When considering an event's stakeholders the 'host community' refers to:

- a. The geographical community where the event is located
- b. A community of interest from which the event draws its participants
- c. Public authorities such as council, transport, police etc.
- d. All of the above

65. In terms of events, Globalization means:

- a. More events targeted at global audiences
- b. A global pool of creative talent
- c. Audiences expecting more from events
- d. All of the above

66. In terms of events, sponsorship:

- a. Has always been regarded as a public relations tool
- b. Was traditionally regarded as a public relations tool, but is increasingly seen

as a promotional tool in the marketing mix

c. Was traditionally regarded as a promotional tool in the marketing mix, but is increasingly seen as a public relations tool

d. Has always been regarded as a promotional tool in the marketing mix

67. In order to attract sponsorships, event managers must:

a. Maximize the number of event participants

b. Maximize the sponsor's exposure through the events marketing and execution

c. Ensure that the event has a close fit with the sponsor's corporate objectives and a demonstrable ability to deliver the desired benefits

d. All of the above

68. With regards to the sourcing of events, an example of an 'in-house' event is:

a. An events company being engaged to run a corporation's Christmas party

b. A staff member of a TAFE being asked to organize an open day

c. A region's call for formal applications to run its New Years Eve celebrations

d. A region's offer to host the World Swimming Championships

69. In the process of creating an event concept, the first step is to:

a. Identify the event audience

b. Choose the event concept

c. Choose the timing of the event

d. Define the purpose of the event

70. When evaluating the event concept, a feasibility study:

a. Examines whether the events objectives can be delivered successfully

b. Examines whether the events objectives can be delivered on time

c. Examines whether the events objectives can be delivered with the available resources

d. All of the above

71. Special events and festivals are projects because they:

a. Are non-routine and occur at or over a specific period

b. Are limited by time, budget and scope

- c. Produce an outcome designed to meet a client's need
- d. All of the above

72. Project Management is a system that describes:

- a. The work before the event actually starts
- b. The event itself
- c. The shutdown of the event
- d. All of the above

73. Project Management is called 'overlay' because:

- a. It is often represented at the top of the organization's hierarchy
- b. It integrates all the tasks of management so they can work towards the event objectives
- c. It actively oversees all sub-committees and teams
- d. It often results in duplication of effort

74. Which of the following describes the phases of project management, in the correct order?

- a. Planning, initiation, implementation, event, shutdown
- b. Initiation, planning, implementation, event, shutdown
- c. Initiation, planning, implementation, shutdown, event
- d. Planning, implementation, initiation, event, shutdown

75. Having decided to host a motor-cycle race, an events company is conducting a feasibility study. Which phase of project management does this fit into?

- a. Initiation
- b. Implementation
- c. Planning
- d. Shut-down

76. The events company that was hired to produce an annual dinner for a large charity is writing a wrap-up report and discussing ways to improve the event.

Which phase of project management does this fit into?

- a. Initiation
- b. Implementation

- c. Planning
- d. Shut-down

77. Event managers are often concerned with knowledge areas that traditional project managers are not. Two examples are:

- a. Designing and marketing the event
- b. Finance and risk
- c. Marketing and human resources
- d. Risk and stakeholder management

78. Which of the following is not expressed in the Project Management Triangle?

- a. Time / Cost / Scope
- b. Time / Cost / Quality
- c. Time / Tasks / Resources
- d. Time / Management / Stakeholders

79. The Payback Period refers to:

- a. The period of time needed to pay all the costs of the event, and after which, the event begins to produce a surplus.
- b. The time granted to service providers to settle their accounts
- c. Only those cost and benefits with real-dollar values
- d. The total measure of time where the event is generating revenue, at any stage of the project

80. Return on Investment (ROI) is a financial measure

- a. of the total revenues received during the course of the event
- b. of the total revenues received during the course of the project
- c. is a financial measure of the return to the event's key stakeholders
- d. of the total return relative to total costs

81. Which of the following is not included in event project evaluation?

- a. Comparing planned timelines against actual performance
- b. Assessing the flexibility of the management system
- c. Determining if a project management approach is suitable for the given event



d. Comparing planned milestones with the reality

82. Often, creativity or the 'wow' factor are central to the success of an event. This is why...

a. A project management approach should generally not be used in events management.

b. Major events often employ both a creative director and a project manager.

c. The disciplines of project management and events management are diverging.

d. A project management software that allows for tabulating creative 'soft' skills should be employed.

83. If the event utilizes volunteers, this may limit the effectiveness of the project management approach because:

a. The work of volunteers is difficult to quantify

b. Volunteers are generally unreliable data recorders

c. Volunteers are a form of 'under-the-table' labor

d. The volunteer coordinator works independently of the project manager

84. Financial management is defined as decisions that concern:

a. The sourcing of money resources

b. The planning and allocation of money resources

c. The monitoring and evaluation of the uses of money resources

d. All of the above

85. Financial mismanagement may:

a. Create operational risks for the event, such as safety, crowd control and legal problems

b. Lead to breaches of tax or common law obligations

c. Lead the client to request an audit of the event manager's books

d. All of the above

86. The budget process:

a. Costs expenses and estimates income

b. Allocates financial resources

- c. Compares projected with actual costs and revenues
- d. All of the above

87. The first step in the budget process is to:

- a. Prepare a draft budget for committee and sponsor approval
- b. Establish an understanding of the economic environment
- c. Identify and estimate cost areas and revenue sources
- d. Establish appropriate budget guideline for the event's objectives

88. The budget should:

- a. Be prepared with an awareness of how much time its preparation and execution will cost the organization
- b. Be driven by management, in order to provide leadership to the staff working within the budgets constraints
- c. Be followed strictly by all staff in order to provide stability in changing conditions
- d. All of the above

89. In the break-even chart fixed costs:

- a. Represent cost incurred in running the event that increase as more people attend the event
- b. Represent costs incurred regardless of whether the event is run or not
- c. Represent costs incurred in running the event, regardless of how many people attend
- d. All of the above

90. When constructing a break-even chart, an example of a fixed cost is:

- a. Food and drink
- b. Lighting hire
- c. Event security
- d. All of the above

91. On a break-even chart, the break-even point is where:

- a. The costs associated with additional attendees exceeds the revenue from ticket sales

b. The revenue from ticket sales begins to exceed total (fixed and variable) costs

c. The revenue from ticket sales begins to exceed fixed costs

d. All of the above

92. Financial ratio analysis can be used to:

a. Identify any problems in the financial management of the event

b. Predict problems in the event preparations

c. Indicate the health of the event organization

d. All of the above

93. In the costing process, overheads refer to:

a. Costs associated specifically with the running of the event

b. Costs that are incurred regardless of the number of people who attend the event

c. Costs associated with the running of the event company

d. All of the above

94. In the costing process, direct costs refer to:

a. Costs associated specifically with the running of the event

b. Costs that are incurred regardless of the number of people who attend the event

c. Costs associated with the running of the event company

d. All of the above

95. In the costing process, the counterpart of direct costs are:

a. Fixed costs

b. Overheads

c. Variable costs

d. Indirect costs

96. Which of the following is not a method for determining ticket prices?

a. Covering costs

b. Market demand

c. Perceived value

d. Priority cost centers

97. Sponsorship leverage refers to the act of:

- a. Using the backing of one sponsor to 'bid-up' the support of other sponsors
- b. Using the backing of one sponsor to establish credibility with other sponsors
- c. Using the backing of one sponsor to market the event
- d. All of the above

98. Something that defines a job in terms of specific tasks and responsibilities and identifies the skills and qualifications needed to perform that job successfully is called a:

- a. Job description
- b. Job specification
- c. Job analysis
- d. All of the above

99. During the recruitment process, consulting references or peer group ratings are ways of determining an applicant's suitability:

- a. Based on past behavior
- b. Based on present behavior
- c. Based on predictions of future behavior
- d. All of the above

100. The induction process:

- a. Discusses the job description with the individual
- b. Introduces the organizational culture, history and working arrangements
- c. "Bonds" the individual to the organization
- d. All of the above

101. Which of the following is not a method for identifying what training is required to successfully deliver an event?

- a. Performance appraisals of existing staff / volunteers
- b. Stakeholder feedback surveys
- c. Analysis of job requirements
- d. A survey of personnel

102. The dismissal of employees:

- a. Is at the discretion of businesses, which have an inalienable right to manage
- b. Is governed by codes of practice, which can differ from industry to industry
- c. Is governed by State and Federal laws relating to unfair and unlawful dismissal
- d. All of the above

103. The process of outplacement refers to:

- a. Assisting employees to find other employment with another organization
- b. Assisting employees to find different employment within the same organization
- c. Placing employees in other organizations for a limited time for the purpose of training and professional development
- d. Placing employees covertly into other organizations for a limited time for the purpose of disrupting their operations

104. Marketing:

- a. Is concerned with satisfying consumer needs and wants by exchanging goods, services or ideas for something of value
- b. Consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants
- c. Is the management process responsible for identifying, anticipating and satisfying customer needs profitably.
- d. All of the above

105. Event Marketing:

- a. Prioritizes saleability over artistic principles
- b. Connects the events products with consumer needs
- c. Drives innovation, if there is an established market for it
- d. Responds to the expressed needs of event visitors

106. The challenge that arises for marketers from events being an intangible product is:

- a. That unsold portions of the product (i.e. tickets) cannot be stored and sold

later

- b. That any variations in the quality of the event from one event to the next need to be managed
- c. To provide potential visitors with advance clues about the nature of the event
- d. That the event has qualities and aspects that consumers do not have enough knowledge or experience to understand or evaluate

107. The challenge that arises for marketers from events being a perishable product is:

- a. That unsold portions of the product (i.e. tickets) cannot be stored and sold later
- b. That any variations in the quality of the event from one event to the next need to be managed
- c. To provide potential visitors with advance clues about the nature of the event
- d. That the event has qualities and aspects that consumers do not have enough knowledge or experience to understand or evaluate

108. Marketing that targets people living within a 10 km radius of the festival site is an example of:

- a. Geographic segmentation
- b. Demographic segmentation
- c. Psychographic segmentation
- d. All of the above

109. Marketing that targets couples with young children is an example of:

- a. Geographic segmentation
- b. Demographic segmentation
- c. Psychographic segmentation
- d. All of the above

110. In the marketing planning process, positioning refers to:

- a. Being among the first to enter a new or emerging market

- b. Influencing the way the target market segments perceive the organization's offer in relation to their competitors
- c. Associating the event with particular ideas, opinions or values
- d. All of the above

111. In marketing terms, packaging an event means:

- a. Focusing on how the event is presented in the public sphere and managing its public face
- b. Using marketing to persuade consumers to see the event as being in the same box as a number of other popular products
- c. Using marketing to persuade customers that the event will meet not one but a range of their needs
- d. Selling the ticket to an event in a bundle with other products that complement the event, such as accommodation or dinner

112. Even if an event does not charge an entry fee, participants will still measure the benefits of attending against:

- a. The cost of the time involved
- b. The social and emotional costs that might be involved in attending
- c. The costs associated with getting to the event
- d. All of the above

113. Charging the highest price that the target market will pay is an example of a:

- a. Revenue orientated pricing strategy
- b. Operations orientated pricing strategy
- c. Market orientated pricing strategy
- d. All of the above

114. Charging a discounted price during the off-season is an example of a:

- a. Revenue orientated pricing strategy
- b. Operations orientated pricing strategy
- c. Market orientated pricing strategy
- d. All of the above

115. Integrated Marketing Communications (IMC) is:

- a. A process of presenting a unified and consistent message in all forms of marketing communications
- b. A planning process designed to assure that all brand contacts received by a customer are relevant to that person and consistent over time
- c. The coordination of various promotional elements and other marketing activities that communicate with an organization's customers
- d. All of the above

116. Integrated Marketing Communications (IMC):

- a. Focuses on the synergistic role of advertising, sales promotions, direct marketing, internet and interactive marketing, public relations and personal selling in the communication program
- b. Considers all sources of contact that a consumer has with an event as potential delivery channels for messages and makes use of all communication methods that are relevant to consumers
- c. Ensures that all sources of contact send consistent messages, constantly reinforced with similar meanings
- d. All of the above

117. IMC seeks to:

- a. Identify the messages that will appeal to the needs of people in the event's target market
- b. Project a consistent message and image of the event to the target market
- c. Actively manage the event's relationship with its target market
- d. All of the above

118. In the context of IMC, branding refers to:

- a. The Event's logo
- b. All tangible packaging and presentation of the event, from logos to the website
- c. All intangible representations of the event, from its reputation to media commentary
- d. All sources of information that affects the consumer's perception of the event



119. In terms of an event's IMC, creating an awareness of the events venue and line up is:

- a. An informational objective
- b. A transformational objective
- c. A behavioral objective
- d. A relational objective

120. Of all of the methods for establishing the IMC budget, the only one that links the budget to any promotional objectives and the way these objectives are met is:

- a. What the event can afford
- b. Percentage of sales method
- c. Competitive parity method
- d. Objective and task method

121. An advertising method's frequency is a measure of:

- a. The number of times a particular message needs to be received to be understood
- b. The number of times the people in the target market receive the promotional message
- c. The number of times a particular message needs to be received in order to influence behavior
- d. The number of times a particular campaign can be used for the same product

122. Which of the following describes the way contemporary marketers relate to their target audience?

- a. Talking at
- b. Listening to
- c. Taking advantage of
- d. Connecting with

123. Sponsors see their sponsorship as:

- a. A philanthropic act towards their community
- b. A strategic marketing investment
- c. A grant / one-off assistance

d. All of the above

124. A horse feed producer buying the naming rights of an equestrian event is an example of using sponsorship to:

- a. Build an association with a particular lifestyle
- b. Entertain clients or reward staff
- c. Access a niche market
- d. Build brand and product awareness

125. The Commonwealth Bank's sponsorship of the cricket is an example of using sponsorship to:

- a. Build an association with a particular lifestyle
- b. Entertain clients or reward staff
- c. Access a niche market
- d. Build brand and product awareness

126. An energy drinks sponsorship of a music festival is an example of using sponsorship to:

- a. Build an association with a particular lifestyle
- b. Entertain clients or reward staff
- c. Access a niche market
- d. Build brand and product awareness

127. In the context of sponsorship benefits, sponsorship leveraging refers to:

- a. Arranging sponsors into a pyramid, with tiers based on resource commitment
- b. Using the backing of one sponsor to gain the trust of other sponsors
- c. Developing a range of marketing activities that capitalize on the initial sponsorship investment
- d. Using sponsorship of one event to promote other events

128. The first step in developing a sponsorship strategy is to:

- a. Construct a list of potential sponsors
- b. Establish what assets the event can offer potential sponsors
- c. Match sponsors to event assets

- d. Construct a reliable picture of who the event audience is
129. The second step in developing a sponsorship strategy is to:
- a. Construct a list of potential sponsors
  - b. Establish what assets the event can offer potential sponsors
  - c. Match sponsors to event assets
  - d. Construct a reliable picture of who the event audience is
130. Finding a potential sponsor for an event involves finding a company:
- a. That wants to connect with the events audience
  - b. Who shares the event's values
  - c. That wants to change or strengthen its position in the market
  - d. All of the above
131. A sponsorship contract:
- a. Sets out the payment amount, terms, and schedule
  - b. Establishes the obligations of both the sponsor and the event organization
  - c. Ensures category exclusivity is protected
  - d. All of the above
132. In a practical sense, a sponsorship contract:
- a. Establishes the ground rules for the ongoing working relationship between the sponsorship partners
  - b. Ensures there are no misunderstandings about the event assets and benefits being offered, their costs and payment terms
  - c. Details how either party might terminate the arrangement
  - d. All of the above
133. Sponsorship management plans:
- a. Identify the objectives the sponsorship will achieve for the sponsor
  - b. Identify the benefits that have been promised and the costs associated
  - c. Outline a timeline for delivery of the activities outlined in the sponsorship
  - d. All of the above
134. Which of the following is not considered in the evaluation of sponsorship?
- a. The effectiveness of the event partnership

- b. The role of the event and the sponsor within the partnership
- c. The market impact of alternative strategies
- d. The consumer-related objectives set by the sponsor

135. A principal sponsor is:

- a. The sponsor who came on board first
- b. The sponsor who has contributed the most resources
- c. The sponsor who plays a leadership role in managing the event
- d. The sponsor who is most integral to the event's success

136. In the context of events, naming rights are:

- a. The right to have the sponsor's name associated with the event
- b. The right to have the sponsor's name listed in the list of event sponsors
- c. The right to have the sponsor's brand 'built in' to the name of the event itself
- d. The right to name the event in a way that subtly synergizes with the sponsor's marketing strategy

137. Sustainable development can be defined as:

- a. Ensuring that future generations enjoy the same standards of living that we do
- b. Meeting the needs of the present without compromising the ability of future generations to meet their own needs
- c. Fixing standards of living at 2000 levels
- d. All of the above

138. There is a direct link between consumption and climate change only if:

- a. People consume more each year
- b. Consumption generates unusable waste
- c. People consume more than they need
- d. The inputs of the consumption good originate in fossil fuels

139. For indoor events, big gains can be made in reducing energy impacts by:

- a. Putting programs in place to reduce demand for power, particularly by third parties
- b. Choosing a 'sustainable' or certified energy efficient venue

- c. Requesting the venue use a renewable energy supplier
  - d. All of the above
140. Sustainable waste management in event production focuses on:
- a. The goal of zero waste
  - b. Preventing waste from being generated
  - c. Predefining how every waste stream will be captured and processed
  - d. All of the above
141. The majority of waste at many events is:
- a. Packaging
  - b. Food waste
  - c. Paper waste
  - d. Drink bottles
142. An event's waste management strategy focuses on:
- a. Waste generated in the production process
  - b. Waste created during the event by participants
  - c. Waste brought to the festival site by participants
  - d. All of the above
143. It is important that bio-degradable waste does not end up in landfill because:
- a. It has the potential to contaminate the landfill site
  - b. There are regulations about what landfill sites will accept
  - c. It will create methane, a potent greenhouse gas
  - d. Because it is impossible to know what contains GMOs and what doesn't
144. It is most likely that the largest carbon impact from an event will come from:
- a. Energy use
  - b. Waste
  - c. Water
  - d. Transport
145. An event's water will come from:
- a. Tankers
  - b. Mains water

- c. The storage of harvested water
- d. Any or all of the above

146. For an event, sustainable water management is about:

- a. Water conservation
- b. Emissions to water
- c. Waste water management
- d. All of the above

147. When considering sustainable water and sanitation for an event, black water refers to:

- a. Waste water let sink into the ground through soak-aways
- b. The waste water from showers or other washing operations
- c. Sewage and catering sullage
- d. Waste water deemed to be a bio-hazard

148. An event's Key Sustainability Indicators are:

- a. The relevant industry guidelines on environmental protection
- b. The qualitative assessments of the event's environmental impact
- c. The quantitative performance measures used to assess the event's environmental impact
- d. The subjective assessments of an event's own performance

149. Event tourism is:

- a. Holiday packages built around attending different festivals and events
- b. A strategy for increasing visitation to a particular destination through use of events
- c. Taking successful events, festivals and performances on the road
- d. A strategy of using tourism attendance to synergistically build attendance at events

150. In an event tourism context, a situational analysis:

- a. Examines the region's current circumstances, with respect to events and tourism
- b. Examines the pros and cons of an events current location

c. Examines the circumstances of tourists visiting the region – as holiday makers or business etc.

d. All of the above

151. A situational analysis should:

a. Consult key stakeholders in the event area

b. Examine the event area's strengths and weaknesses

c. Identify any event tourism opportunities or threats

d. All of the above

152. Event tourism assists the development of:

a. The reputation of a region as a tourist destination

b. The infrastructure of a region

c. A region's social, cultural or environmental agendas

d. All of the above

153. Events can be 'mobile' in the sense that they:

a. Are part of a circuit of events

b. Move regularly between different destinations

c. Can be 'poached' by another city or region

d. Have no strong ties to their local community

154. In the context of event tourism development, financial support is provided in the form of:

a. Grants

b. Sponsorship

c. Equity

d. All of the above

155. Event tourism networks:

a. Facilitate the sharing of information and expertise

b. Expand access to sponsorship opportunities for their members

c. Developing partnerships within the events sector, and with outside organizations

d. All of the above

156. In the context of events, staging refers to:

- a. A flat, raised area, usually framed by curtains
- b. The presentation area, as well as the sound and lighting
- c. All the physical infrastructure involved in the presentation of an event
- d. Bringing together all the elements of a theatrical production for its presentation

157. In the staging of an event, the major artistic and creative decision to be made is:

- a. Deciding on a venue
- b. Determining the theme
- c. Selecting artists and entertainment
- d. Arranging the program of events

158. The program of an event is:

- a. The series of activities leading up to an event
- b. An outline of what the event is trying to achieve
- c. The flow of the different event experiences over time
- d. The concept that holds the different elements of an event together

159. In terms of venues for events, the advantage of conference centers and hotel functions rooms is that:

- a. They allow the event manager to control environmental factors and get people to focus on the event's presentations
- b. The place participants in a context already identified with leisure
- c. The concept of 'Hotels' is has a lot of potential, in terms of theme
- d. There is little need to dress or theme the space any further

160. In terms of venues for events, the disadvantage of conference centers and hotel functions rooms is that:

- a. Each hotel is different, and staff will need to adjust to each new venue
- b. Attendees may be tired of the same type of venue
- c. As a venue, they offer only a blank canvas, and the event organizers need to determine all the event elements themselves



d. It is difficult to control the environmental elements

161. A stage plan is also known as the:

- a. Venue layout
- b. Venue infrastructure organizational map
- c. Venue schedule
- d. Venue staging

162. Lighting at a venue has two functions. These are:

- a. To light exits, and to light the performers
- b. To create a functional space, and to create artistic effects within the space
- c. To create a safe space, and to highlight points of interest
- d. To set a venue's ambiance, and to signal shifts in a performance

163. At an event venue, the green room is the place where:

- a. Performers dress and put on make up
- b. Performers and 'talent' are entertained
- c. Performers rest in between performance sets
- d. Performers take care of business matters, such as contracts etc.

164. In the staging of events, the run sheet is:

- a. A list of times that initiate a change of any kind during the event and what happens at that change
- b. A list of the order of specific jobs at an event, for entertainers, caterers etc.
- c. The running order of the different entertainment features
- d. The detailed listing of production task, with specific start and stop times, from bump in to bump out

165. In the staging of events, a contingency plan is:

- a. A plan that pulls together the various production elements
- b. A plan that outlines the hospitality offered to event guests at different stages of the night
- c. A plan to accommodate the possibility of things going wrong
- d. A plan for the bump out and shut down of an event

166. Logistics is an analysis tool used to:

- a. Manage the set-up of an event
- b. Manage the event once it's up and running
- c. Manage the shut-down of an event
- d. All of the above

167. Which of the following is not a logistics area?

- a. Ticket distribution
- b. Ticket pricing and printing
- c. Ticket collection
- d. Ticket security

168. Online ticketing has introduced the risk of:

- a. Over-selling
- b. On-line forgery
- c. On-line scalping
- d. Under-subscription

169. The number of toilets needed to service a given number of people at a festival can vary substantially according to:

- a. Gender
- b. Alcohol consumption
- c. Length of stay at the event
- d. All of the above

170. Many food and wine fairs use pre-sale tickets that can be exchanged for samples, rather than actual money, because:

- a. This reduces problems associated with accounting and securing the money
- b. Participants enjoy the novelty of using something other than money
- c. Many fairs feel that money is crass and cheapens the event experience
- d. All of the above

171. Food, catering and food poisoning can be a high risk factor at special events and festivals because:

- a. Alcohol is often a complicating factor
- b. Volunteers working with food are often inexperienced

- c. People are consuming food they wouldn't otherwise consume
- d. All of the above

172. A media presence at an event:

- a. Can disturb the rhythm of the event organization's preparations, because media organizations often work on short timelines
- b. Can disrupt live performance elements, through radio requirements or TV lighting, etc.
- c. Can have a huge impact on publicity and sponsorship
- d. All of the above

173. In terms of the shutdown phase of an event, the event is over when:

- a. The last act finishes
- b. The last participant leaves
- c. The last piece of equipment is packed away or returned
- d. The management of the event has been assessed

174. A key role of the logistics manager is:

- a. To link the various managers, like the event manager, stage manager, artistic director etc.
- b. To provide administrative support to the event manager
- c. To manage the artistic direction of the event
- d. To coordinate the events marketing and promotions

175. In preparing a site map, the key features of a map are:

- a. Roads, waterways and topography
- b. Scale, north arrow, and you-are-here
- c. Scale, projection and the key
- d. Toilets, stages and the key

176. In the context of event logistics, a gap analysis is:

- a. Studying the map to identify any areas where infrastructure is insufficient
- b. Studying the program to identify weaker areas of the performance schedule
- c. Studying the logistics plan to identify oversights that could affect implementation

d. All of the above

177. A gap analysis is the first step in developing:

- a. An emergency plan
- b. A contingency plan
- c. Evacuation procedures
- d. A worst case scenario

178. The most important purpose of event evaluation is:

- a. To demonstrate to stakeholders that the event is being run professionally
- b. To highlight the successes of the event management
- c. The advancement of events and event management as a science
- d. To achieve ranking league tables in the event management industry

179. A pre-event evaluation is also known as:

- a. A feasibility study
- b. A community impact study
- c. A stakeholder review
- d. An initial projection

180. The evaluation that occurs during the implementation of the event is:

- a. A feasibility study
- b. The progress report
- c. The monitoring and control process
- d. A mission update

181. The post-event evaluation focuses on:

- a. Demonstrating that the event is viable
- b. Measuring event outcomes and improving the event
- c. Keeping the event on track while it is active
- d. All of the above

182. An example of an indicator that can be used to measure the social impacts of an event is:

- a. Percentage of energy sourced from Green energy
- b. Net benefits per person in the local community

- c. Percentage of business contracted out to local businesses
- d. Water consumption

183. An example of an indicator that can be used to measure the environmental impacts of an event is:

- a. The value of new facilities developed
- b. The financial yield of visitors
- c. Percentage of locals who volunteer at the event
- d. Energy used in event transport

184. In the context of events, Key Performance Indicators (KPIs) are:

- a. Standards in management practice
- b. Industry standards of good practice
- c. The goals and objectives an event sets for itself
- d. Government codes and standards

185. Qualitative data are:

- a. Anecdotal and suitable for narrative analysis
- b. Anecdotal and suitable for statistical analysis
- c. Measurable and suitable for narrative analysis
- d. Measurable and suitable for statistical analysis

186. Quantitative data are:

- a. Anecdotal and suitable for narrative analysis
- b. Anecdotal and suitable for statistical analysis
- c. Measurable and suitable for narrative analysis
- d. Measurable and suitable for statistical analysis

187. In evaluating the success of a media strategy, media monitors will often:

- a. Put a dollar value on media coverage that is less than the cost of equivalent advertising space, because the event has more control over advertising, and it is specifically designed to persuade people
- b. Put a dollar value on media coverage that is equal to the cost of equivalent advertising space, since they serve broadly the same purpose
- c. Put a dollar value on media coverage that is more than the cost of equivalent

advertising space, because the people will trust editorial coverage more than advertising

d. Avoid putting dollar values to media coverage, because good publicity is priceless

188. In a legal sense, a contract is:

a. Any agreement between two parties, committed to paper

b. Any agreement that involves money changing hands

c. Any agreement between two parties in which there is a promise to do something in return for a certain benefit

d. Any agreement between 2 parties, where both parties are deemed to benefit

189. A contract is:

a. A verbal agreement

b. A simple letter of agreement

c. A formal document, drawn up by lawyers

d. All of the above

190. In the context of entertainment contracts, a 'rider' is:

a. The terms and conditions of the performance fee

b. An agreement around the provision of drinks and food, additional to the performance fee

c. An addition to the contract that specifies any benefits additional to the performance fee

d. An agreement of understanding about how the artists will be treated and respected

191. Event risk can be defined as:

a. Any negative incident that might occur during the course of the event

b. Any future incident that could negatively affect the event

c. Any future incident that could threaten the safety of participant's of the event, or the broader public

d. Any negative incident that could impact on the event's financials

192. Risk management seeks to identify and manage possible threats to:

- a. People's safety
- b. The financial position of the event
- c. The reputation of the event
- d. The success of the event

193. An example of a risk in the area of administration is:

- a. Food poisoning
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Promising features that cannot be delivered

194. An example of a risk in the area of marketing and public relations is:

- a. Food poisoning
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Promising features that cannot be delivered

195. An example of a risk in the area of health and safety is:

- a. Food poisoning
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Promising features that cannot be delivered

196. An example of a risk in the area of crowd management is:

- a. Insufficient public transport
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Theft of box-office takings

197. An example of a risk in the area of security is:

- a. Insufficient public transport
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Theft of box-office takings

198. An example of a risk in the area of transport is:

- a. Insufficient public transport
- b. Not having the proper permits in place in time
- c. Attendees fighting with each other
- d. Theft of box-office takings

199. In order to manage risk, event health and safety, the event team must consult with:

- a. The event's suppliers
- b. The event's staff and volunteers
- c. The event's sponsors
- d. All of the above

200. An incident report is:

- a. A summary of incidents affecting the event's reputation
- b. A formal record of any incidents that had an impact on health or safety
- c. A report prepared in response to a particular incident that occurred during the event, for the purposes of insurance
- d. A policy document outlining responses to any incidents affecting participant's health of safety.

**Критерии выставления оценки студенту на зачете/ экзамене  
по дисциплине «Event-менеджмент»**

Баллы (рейтинговой оценки)	Оценка экзамена (стандартная)	Требования к сформированным компетенциям
86-100	«отлично»/ «зачтено»	Оценка «отлично»/ «зачтено» выставляется студенту, если он глубоко и прочно усвоил программный материал, исчерпывающе, последовательно, четко и логически стройно его излагает, умеет тесно увязывать теорию с практикой, свободно справляется с задачами, вопросами и другими видами применения знаний, причем не затрудняется с ответом при видоизменении заданий, использует в ответе материал монографической литературы, правильно обосновывает принятое решение, владеет разносторонними навыками и приемами выполнения практических задач.



85-76	«хорошо»/ «зачтено»	Оценка «хорошо»/ «зачтено» выставляется студенту, если он твердо знает материал, грамотно и по существу излагает его, не допуская существенных неточностей в ответе на вопрос, правильно применяет теоретические положения при решении практических вопросов и задач, владеет необходимыми навыками и приемами их выполнения.
75-61	«удовлетворительно»/ «зачтено»	Оценка «удовлетворительно»/ «зачтено» выставляется студенту, если он имеет знания только основного материала, но не усвоил его деталей, допускает неточности, недостаточно правильные формулировки, нарушения логической последовательности в изложении программного материала, испытывает затруднения при выполнении практических работ.
60-0	«неудовлетворительно»/ «не зачтено»	Оценка «неудовлетворительно»/ «не зачтено» выставляется студенту, который не знает значительной части программного материала, допускает существенные ошибки, неуверенно, с большими затруднениями выполняет практические работы. Как правило, оценка «неудовлетворительно» ставится студентам, которые не могут продолжить обучение без дополнительных занятий по соответствующей дисциплине.

## **Оценочные средства для текущей аттестации**

### **Темы выступлений для круглых столов**

#### **по дисциплине «Event-менеджмент»**

- The range of stakeholders in an event
- Needs of stakeholders
- Types of host organizations for events
- Trends and issues in different societies that affect events
- Sponsors as partners in events
- The role of the media in events
- Elements and resources of an event
- What is event concept
- Design of the event experience
- Ways of evaluating the feasibility of an event concept
- Integrated marketing communications and the purpose for event management
- The constituent elements of integrated marketing communications

## -Ways of promoting special events

### **Критерии оценки:**

– 100-85 баллов – если ответ показывает прочные знания основных процессов изучаемой предметной области, отличается глубиной и полнотой раскрытия темы; владение терминологическим аппаратом; умение объяснять сущность, явлений, процессов, событий, делать выводы и обобщения, давать аргументированные ответы, приводить примеры; свободное владение монологической речью, логичность и последовательность ответа; умение приводить примеры современных проблем изучаемой области;

– 85-76 баллов – ответ, обнаруживающий прочные знания основных процессов изучаемой предметной области, отличается глубиной и полнотой раскрытия темы; владение терминологическим аппаратом; умение объяснять сущность, явлений, процессов, событий, делать выводы и обобщения, давать аргументированные ответы, приводить примеры; свободное владение монологической речью, логичность и последовательность ответа. Однако допускается одна – две неточности в ответе;

– 75-61 балл – оценивается ответ, свидетельствующий в основном о знании процессов изучаемой предметной области, отличающийся недостаточной глубиной и полнотой раскрытия темы; знанием основных вопросов теории; слабо сформированными навыками анализа явлений, процессов, недостаточным умением давать аргументированные ответы и приводить примеры; недостаточно свободным владением монологической речью, логичностью и последовательностью ответа. Допускается несколько ошибок в содержании ответа; неумение привести пример развития ситуации, провести связь с другими аспектами изучаемой области;

– 60 и менее баллов – ответ, обнаруживающий незнание процессов изучаемой предметной области, отличающийся неглубоким раскрытием темы; незнанием основных вопросов теории, несформированными навыками анализа явлений, процессов; неумением давать аргументированные ответы,

слабым владением монологической речью, отсутствием логичности и последовательности. Допускаются серьезные ошибки в содержании ответа; незнание современной проблематики изучаемой области.

### **Кейс- задачи по дисциплине «Event-менеджмент»**

1. Why are special events created? What purpose do they serve in society?
2. Why have special events emerged so strongly in recent years in your country?
3. What are the key political, cultural and social trends that determine the current climate of events in your country?
4. What do you perceive as the major challenges currently facing event managers in your country?
5. Identify an event in your city or region that has the capacity to be a hallmark event. Give your reasons for placing it in this category.
6. Does local government in your area have an event strategy? Analyse the roles that your local government plays in the regulation and coordination of events.
7. Can you identify a dedicated celebration space in your city or region? How is the space managed, and what role does it play in the life of the community?
8. Identify a corporate event in your city or region. What were the objectives of the event, and how did it fit with the overall marketing strategy of the company?
9. Choose a community event with which you are familiar, and identify the benefits to individuals and to the community from the staging of the event.
10. Identify a local community event that you are familiar with. Analyse and describe any strategies that the event has for engagement with the local community, and how it contributes to community building.
11. Discuss the implications for event managers that arise from the analysis of the government, corporate and community perspectives on events.
12. Describe an examples of an event whose needs have been perceived to conflict with those of the host community. As the event manager, how would you have resolved these conflicting needs?

13. Identify an event that you know has been marred by social problems or bad crowd behaviour. As the event manager, what would you have done to manage the situation and improve the outcomes of the event? In your answer, discuss both the planning of the event and possible on-the-spot responses.

14. Describe an event that you believe was not sufficiently responsive to community attitudes and values. What steps could the community take to improve the situation?

15. Select a major event that has been held in your region. Identify and describe the environmental strategies that were employed by the event, and evaluate the overall outcome of these strategies.

16. Select an event that you have been involved in as a participant or close observer. Identify as many impacts of the event as you can, both positive and negative, and then answer the following questions.

Did the positive impacts outweigh the negative?

What measures did the organizers have in place to maximize positive impacts and minimize negative impacts?

As the event manager, what other steps could you have taken to balance the impacts and improve the outcomes of the event?

17. List and describe what you consider to be the main reasons why governments support events.

18. Briefly discuss the value of setting vision/mission/purpose statements for events.

19. Choose a particular event type (for example, festivals), identify four events that have established mission statements and compare these to the criteria given in this chapter.

20. Conduct an interview with the manager of a particular event with a view to identifying the key external environmental factors that are impacting upon their event.

21. When might an event employ a retrenchment strategy or a growth strategy? Can you identify any specific event where one of these specific strategies is in

evidence?

22. Select a hallmark or mega-event and discuss the ways in which the event plans for legacy outcomes.

23. Select an event with a functional organisational structure, and another with a network structure. Describe each of these structures, and discuss why you believe each event chose the organisational structure it used.

24. Explain the difference between a strategic plan and an operational plan, and between a policy and a procedure.

25. What control systems can be established for an operational plan? What response should there be if the key objectives are not met?

26. Explain why stakeholders are significant from the perspective of establishing vision and mission statements.

27. Who are the most important stakeholders in an event, and why?

28. Give examples of different events staged by government, corporate and community groups in your region and discuss their reasons for putting on these events.

29. Name a major event that you have attended or in which you have been involved, and identify the prime stakeholders and their objectives.

30. Focusing on an event that you have experienced first-hand, list the benefits that the event could offer a sponsor or partner.

31. Identify an event that uses the social media to engage participants in the event. List the media that it uses, and describe how they are utilised in the event.

32. What are the means by which an event creates an emotional relationship with its participants and spectators?

33. What events can you think of that demonstrate a unique event concept or idea? What are the aspects or qualities that you consider to be unique?

34. Choose one of the events that you identified in the previous question, and discuss how the design process has been applied to choosing and implementing all aspects of the event.

35. Imagine you are planning a tourism event in the area where you live in order to promote the area as a tourism destination. What are the unique characteristics

of the area, and how might these be expressed in the event?

**Критерии оценки:**

- 100-86 баллов выставляется студенту, если студент выразил свое мнение по сформулированной проблеме, аргументировал его, точно определив ее содержание и составляющие;

– 85-76 баллов - работа характеризуется смысловой цельностью, связностью и последовательностью изложения; допущено 2-3 ошибки при объяснении смысла или содержания проблемы. Фактических ошибок, связанных с пониманием проблемы, нет;

– 75-61 балл - студент проводит достаточно самостоятельный анализ основных этапов и смысловых составляющих проблемы; понимает базовые основы и теоретическое обоснование выбранной темы. Допущено не более 5 ошибок в смысле или содержании проблемы;

– 60 и менее баллов – если работа представляет собой полностью переписанный исходный текст, без каких бы то ни было комментариев, анализа. Не раскрыта структура и теоретическая составляющая темы.

**Тематика конспектов**

**по дисциплине «Event-менеджмент»**

1. An Overview of the Event Field
2. Perspectives on Events
3. Event Impacts and Legacies
4. The Strategic Planning Function
5. Conceptualizing the Event
6. Project Management for Events
7. Financial Management and Events
8. Human Resource Management and Events
9. Marketing Planning for Events
10. Promotion: Integrated Marketing Communication for Events
11. Sponsorship of Special Events

12. Sustainable Event Management
13. Event Tourism Planning
14. Staging Events
15. Logistics
16. Event Evaluation and Research
17. Legal Issues of Event Management
18. Risk Management

#### **Критерии оценки:**

- 100-86 баллов выставляется студенту, если студент проработал и дал правильные ответы на все поставленные задания и вопросы;
- 85-76 баллов – материал проработан, но студент затрудняется или своевременно не готов ответить на 2-3 вопроса/задания по конспекту;
- 75-61 балл – материал проработан, но студент затрудняется или своевременно не готов ответить на 4-5 вопросов/заданий по конспекту;
- 60 и менее баллов – материал проработан, но студент затрудняется или своевременно не готов ответить на все вопросы/задания по конспекту.

#### **Методические рекомендации, определяющие процедуры оценивания результатов освоения дисциплины**

**Текущая аттестация студентов.** Текущая аттестация студентов по дисциплине «Event-менеджмент» проводится в соответствии с локальными нормативными актами ДВФУ и является обязательной.

Текущая аттестация по дисциплине «Event-менеджмент» проводится в форме контрольных мероприятий по оцениванию фактических результатов обучения студентов и осуществляется ведущим преподавателем.

Объектами оценивания выступают:

- учебная дисциплина (посещаемость всех видов занятий по аттестуемой дисциплине, активность на занятиях, своевременность выполнения различных видов заданий);

- степень усвоения теоретических знаний;
- уровень овладения практическими умениями и навыками по всем видам учебной работы;
- результаты самостоятельной работы.

**Промежуточная аттестация студентов.** Промежуточная аттестация студентов по дисциплине «Event-менеджмент» проводится в соответствии с локальными нормативными актами ДВФУ и является обязательной.

По дисциплине «Event-менеджмент» предусмотрен экзамен в виде итогового тестирования.

**Краткая характеристика процедуры применения используемого оценочного средства.** В результате посещения практических занятий, подготовке во время самостоятельной работы, разбора кейс-задач, студент последовательно осваивает материалы дисциплины и изучает ответы на вопросы к итоговому тестированию.

**Критерии выставления оценки студенту на зачете/ экзамене  
по дисциплине «Event-менеджмент»**

<b>Баллы (рейтинговой оценки)</b>	<b>Оценка экзамена (стандартная)</b>	<b>Требования к сформированным компетенциям</b>
86-100	«отлично»/ «зачтено»	Оценка «отлично»/ «зачтено» выставляется студенту, если он глубоко и прочно усвоил программный материал, исчерпывающе, последовательно, четко и логически стройно его излагает, умеет тесно увязывать теорию с практикой, свободно справляется с задачами, вопросами и другими видами применения знаний, причем не затрудняется с ответом при видоизменении заданий, использует в ответе материал монографической литературы, правильно обосновывает принятое решение, владеет разносторонними навыками и приемами выполнения практических задач.
85-76	«хорошо»/ «зачтено»	Оценка «хорошо»/ «зачтено» выставляется студенту, если он твердо знает материал, грамотно и по существу излагает его, не допуская существенных неточностей в ответе на вопрос, правильно применяет теоретические положения при решении практических вопросов и задач, владеет необходимыми навыками и



		приемами их выполнения.
75-61	«удовлетворительно»/ «зачтено»	Оценка «удовлетворительно»/ «зачтено» выставляется студенту, если он имеет знания только основного материала, но не усвоил его деталей, допускает неточности, недостаточно правильные формулировки, нарушения логической последовательности в изложении программного материала, испытывает затруднения при выполнении практических работ.
60-0	«неудовлетворительно»/ «не зачтено»	Оценка «неудовлетворительно»/ «не зачтено» выставляется студенту, который не знает значительной части программного материала, допускает существенные ошибки, неуверенно, с большими затруднениями выполняет практические работы. Как правило, оценка «неудовлетворительно» ставится студентам, которые не могут продолжить обучение без дополнительных занятий по соответствующей дисциплине.