

Event Management in Exercise & Fitness

Caroline Shanley

Lecture Dates

- Saturday October 22nd
- Saturday 26th November
- Saturday 21st January
- Saturday 28th April – Project Submission

October 22nd

1. Event Planning & Development
- Categorisation of events
 - Idea generation & testing
 - Event objectives
 - The impact of risk, insurance & legislation on event planning
 - The event management cycle
- (Text Book Chapters 1, 5, & 9)

November

- 2. Event Finance & Budgeting
 - Financial objectives of events
 - Creating & managing the event budget
 - Sources of Income
 - Sponsorship and Public Funding
 - Financial reporting
- Text Book Chapter 6 - November

November

- 3. Event Marketing
 - Market research & analysis for events
 - The target market
 - The events marketing mix
 - Marketing communications for events
 - The marketing budget and marketing activity plan
- Text Book Chapter 2 & 8 - November

January

- 4. Event Operations Management
 - Selecting the venue
 - Creating and managing the team
 - Event logistics
 - The event operational plan
- Text Book Chapters 7, 10 & 11 - January

January

- 5. Event Close Down & Evaluation
 - Administrative close down
 - Physical closedown
 - Methods of evaluation
 - Event legacies
- Text Book Chapter 12 - January

Assessment – 100% Project

Title:
An Analysis of an Event in the Exercise
Health & Fitness Sector

Brief

- You have been engaged as an Event Management Consultant to develop, operate and assess an event of your choice in the Exercise Health and Fitness Sector.

For this assignment you are required to:

- Choose and pilot an idea for your event - provide a detailed project outline including the goals and objectives of your event.
- Demonstrate how you have evaluated alternative event ideas culminating in your choice of event for your project.
- Identify sources of finance and create a budget for your event.
- Conduct market analysis and compile a marketing plan for your event.
- Create a detailed operations plan for your event
- Compile a post-event evaluation of your event

Project Content:

- Project Outline (1 page)
- Finance & Budget (2 pages)
- Marketing (3 pages)
- Event Operations (3 pages)
- Event Evaluation (1 page)
- Appendix

Submission Specifics:

- Business Report Format with academic referencing
- Typed 1.5 spacing Times New Roman, 12 font
- Approximately 10 – 12 pages (excluding appendices). This is a guideline only, however projects should not be significantly longer or shorter than this guide.
- **Submission deadline - Saturday 28th April 2012**
