UNIVERSITI TEKNOLOGI MARA

OMT290: ORGANIZING EVENTS

Course Name (English)	ORGANIZING EVENTS `APPROVED`
Course Code	OMT290

MQF Credit	3

Course Description	This course is designed to expose the students to all aspects of organizing and managing events. The student will not only learn the procedures theoretically, but they will also actually prepare a budget, plan and organize an event. The student will integrate various skills such as planning, organizing, communicating, managing time, problem solving, creative thinking, team-work, leadership, interpersonal and other related skills

Transferable Skills	Practical Skills, Social skills, Teamwork and Responsibilities Management And Entrepreneurship

Teaching Methodologies	Lectures, Blended Learning, Tutorial

CLO	CLO1 Select related materials in planning and organizing an event. (C1, C4, A1, A2, A3 P1) CLO2 Justify and analyze the budget for the event. (C2, C4, C6, A3). CLO3 Organize work and manage time efficiently and productively. (C1,C5, A4, P4, P5) CLO4 Demonstrate good, communication, interpersonal, team-building and decision making. (C3, A3, P5)

Pre-Requisite Courses	No course recommendations

Topics

1. GETTING ORGANIZED
1.1) Criteria for Selecting Leaders - leadership qualities, reliability, capability, commitment, willingness, enthusiasm, pro-active, etc.
1.2) Appointment of Committee Members:
1.3) Program Director
1.4) Assistant Director
1.5) Secretary
1.6) Treasurer
1.7) Promotion/Marketing
1.8) Sponsorship
1.9) Refreshments
1.10) Logistics
1.11) Registration/Opening
1.12) Ceremony
1.13) Transportation, Supplies, and Distribution
1.14) Facilities
1.15) Technologies and Communication Systems
1.16) Prizes (if appropriate), etc.

2. EVENTS PLANNING
2.1) SWOT ANALYSIS
2.2) Brainstorming Session:
2.3) What is the Event?
2.4) Theme and objectives of the event
2.5) Budget forecasting
2.6) Fund-raising activities, team members' contributions, etc.
2.7) Proposed program
2.8) Particulars of the program

2.9) Objectives
2.10) Purpose
2.11) Tentative
2.12) Targeted audience/participants
2.13) Estimated budget
2.14) Details of committee members
2.15) Letter
2.16) Preliminary survey
2.17) Managing the Event

3. STAGING AND LOGISTICS (THEORY)
3.1) Venue
3.2) Transportation, Supplies, and Distribution
3.3) Catering
3.4) Technical Facilities
3.5) Backdrops and Staging
3.6) Lighting
3.7) Sound and communications
3.8) Amenities and Cleaning
3.9) Creating ambience
3.10) Finalize Promotional Material Designs (Practical)
3.11) Decide on Opening Ceremony/Background Music/Rehearsal
3.12) (Practical)
3.13) Marketing and public relations for events (Theory)
3.14) Communication Process (Practical):
3.15) Medical and Emergency Services
3.16) Speaker/Trainer/Facilitator as backup
3.17) Maintenance/etc. for equipment/facilities needed

4. FINALIZE WORKING PAPERS
4.1) Send Working Paper to Dean/Campus Director (or other relevant officials) for approval.
4.2) Communication Process (Practical):
4.3) Speaker/Trainer/Facilitator
4.4) Venue
4.5) Various Departments (e.g.maintenance,Transport, security, etc.)
4.6) Caterers
4.7) Sponsors
4.8) Participants
4.9) Others
4.10) Draft Items (Practical):
4.11) Draft Letters
4.12) Audiovisual aids, video, canopy,
4.13) tables/chairs, equipment, etc.
4.14) Acknowledgement note (letter/card, etc.) to Dean, VIP, speaker/trainer/facilitator, participants
4.15) Draft Logo
4.16) Draft Speeches/Forewords -
4.17) Dean (or person officiating),
4.18) Program Director, M. C.
4.19) address, others
4.20) Draft Promotional Materials:
4.21) Poster, banner, invitation card,
4.22) and program book, radio
4.23) announcement
4.24) Draft Design of T-shirt (if appropriate)
4.25) Draft Program Book
4.26) Draft Committee/Participant Name Tags

5. COMMUNICATION PROCESS (FOLLOW-UP) - (PRACTICAL)
5.1) peaker/Trainer/Facilitator
5.2) Venue
5.3) Medical and Emergency Service HEA/HEP/Others
5.4) Sponsors
5.5) Caterer
5.6) Others
5.7) Discuss and Draft Participant Evaluation Form (Questionnaire)
5.8) 6.7.1 Areas to Highlight: Registration
5.9) Overall venue decoration (seating arrangement, etc.), if applicable, i.e. done by team members
5.10) 6.7.2 Opening ceremony – backdrop,
5.11) M. C., etc.
5.12) The activities conducted
5.13) The program book
5.14) The committee members'
5.15) attributes
5.16) The speaker/trainer/
5.17) facilitator
5.18) The refreshments

5.19) The fee charged
5.20) The venue
5.21) The closing ceremony
5.22) The transportation (if appropriate)
5.23) Visit Venue(s) to decide on Stage
5.24) Decoration, Seating Arrangement, etc.
5.25) Print Invitation Cards
5.26) Confirm: Speaker/Trainer/Facilitator
5.27) Venue
5.28) Medical and Emergency
5.29) Services
5.30) Opening Ceremony
5.31) Judges & Rotation Schedule
5.32) Caterer
5.33) Others

6. FOLLOW-UP
6.1) Print:
6.2) Invitation Cards
6.3) Participant Evaluation Forms
6.4) (Questionnaires)
6.5) Program Books
6.6) Dean's (or other's)/Chairperson's
6.7) Speeches
6.8) Confirm Number of Participants with
6.9) Caterer
6.10) Note: All Promotional Materials (including invitation cards, banner, posters, etc.) will have to be distributed at least two weeks before the date of the event.
6.11) Wrapping of Prizes/Souvenirs
6.12) Reconfirm:
6.13) Venue,
6.14) Maintenance/Security/Caterer, etc.
6.15) Speaker/Trainer/Facilitator

7. THE ACTUAL EVENT
7.1) n/a

8. FINAL CHECKING
8.1) Venue
8.2) Prizes (if appropriate)
8.3) Responsibilities

9. CHECKLISTS
9.1) Participants' Lists
9.2) Reconfirm Refreshments.
9.3) Remind Dean (or other), VIP, and participants
9.4) Audiovisuals in working condition

10. POST EVENT CLEARANCE AND EVALUATION (PRACTICAL):
10.1) n/a

11. POST MORTEM
11.1) n/a

12. BRIEFING ON REPORT FORMAT, ETC
12.1) n/a

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	n/a	30%	CLO1 , CLO2 , CLO3 , CLO4
	Practical	n/a	30%	CLO1 , CLO2 , CLO3 , CLO4
	Written Report	n/a	10%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	• **Shone, Anton and Bryn Parry 2004 2004,** *Successful Event Management*, **2nd Ed., Thomson Learning** • **Shone, Anton and Bryn Parry 2004 2004,** *Successful Event Management*, **2nd Ed., Thomson Learning**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	