COURSE: SEE2020 Event Management

FACULTY: Kathy Drohan, Elizabeth Covino

COURSE DESCRIPTION: This course introduces students to the methods and techniques utilized in planning, organizing, promoting, and delivering major events and the role of events in generating a tourist market.

COURSE OBJECTIVES:
1. Discuss the economic, social, and political impact of event on a community.
2. Identify the role of the events in promoting tourism.
3. Describe the role of the Event Manager and the planning committee.
4. Identify criteria utilized in the selection of a site, organizing a budget, and the financial management of an event.
5. Plan, select, and schedule activities, organize volunteers and staff, and promote an event.

CBEE PROJECT: Event volunteers, Field Day planning and event management, Event planning and management for fundraiser, Planned and implemented Field Day

PROJECT OBJECTIVES: Students develop understanding of course objectives through active participation in the management of a nonprofit/charity event using the Direct Service model of S/L.

COURSE: SEE3060 Concert and Event Production

FACULTY: Elizabeth Covino

COURSE DESCRIPTION: This course focuses on event and concert tour production. Emphasis is placed on managing a show on stage, back stage and on the road. In addition, tools for set building, lighting, sculpting sound with microphones and mixers, reviewing basic electrical formula, performance contracts, technical riders and a production checklist are explored.

COURSE OBJECTIVES:
1. Utilize terminology relating to the production of a concert and event.
2. Define the roles of agents, artists, management and promoters as related to concerts and events.
3. Examine the process of selecting, booking and preparing a venue from a technical and safety perspective.
4. Describe effective strategies for getting the show on the road: production rehearsals, travel and accommodations, advancing the venue and adapting the show to different venues.
5. Outline the legal and financial process of reviewing the performance contracts and the contract riders.
6. Analyze the implications of the technical specifications: audio requirements, lighting, stage design and scenery.

**CBEE IN COURSE:** In the beginning of this course, the students choose a nonprofit organization to support. Then, using the content of the course, they plan and produce a benefit concert with all proceeds going to the designated nonprofit. The students gain “real life” experience with concert production, and are motivated by the fact that their efforts provide an important donation to make a difference in the work of the chosen nonprofit.

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**COURSE:** SEE3065 Fundamentals of Fundraising and Philanthropy

**FACULTY:** Elizabeth Van Patten

**COURSE DESCRIPTION:** This course is designed to explore the role fundraising and philanthropy can play in the success of the non-profit and voluntary sectors of industry. The focus is on acquiring a sound knowledge base pertaining to sponsorship opportunities, grants, campaigns (capital and annual), planned giving and corporate partnerships. In particular, the course will address the most effective strategies for leveraging such affiliations so that organizations achieve their funding goals.

**COURSE OBJECTIVES:**
1. Describe the history, importance and extent of philanthropy in today’s society.
2. Distinguish between non-profits and the public/private sectors.
3. Analyze the essential elements of fundraising for both capital and annual campaigns.
4. Create a comprehensive campaign case document.
5. Design effective marketing/collateral material to solicit resources and support.
6. Examine the ethical challenges facing fundraising professionals.

**CBEE PROJECT:** Various responsibilities to learn about and assist organization.