

# Event Planning and Management - Hospitality and Tourism Career Cluster - Course # 34052

CIP Codes: Restaurant and Event Management (12.0504) Travel and Tourism (52.0901)

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**COMPREHENSIVE STANDARD: 13.0**  
**Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation** 13.0

**A Benchmark: 13.1 Demonstrate procedures applied to safety, security, and environmental issues.** 13.1

- 1 Identify safe working habits and security procedures for event planning and management (i.e. job safety analysis). 13.1.1
- 2 Use equipment according to manufacturer guidelines and/or government regulations. 13.1.2
- 3 Practice personal safety to avoid injury or accidents. 13.1.3

**B Benchmark: 13.2 Apply concepts of quality service to assure customer satisfaction.** 13.2

- 1 Identify the information that needs to be obtained from the customer to accept payment for goods or services and research software/systems available to manage the information. 13.2.1
- 2 Analyze customer service skills to ensure quality service and guest satisfaction. 13.2.2
- 3 Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees. 13.2.3
- 4 Understand the need for accuracy in mathematics, reading comprehension and writing to correctly deliver products or services to guests. 13.2.4

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**C Benchmark: 13.3 Demonstrate management of recreation, leisure and other programs and events. 13.3**

- 1 Explore the various types of event planning and managing services within the industry. (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc). 13.3.1
- 2 Explain the role of individual departments as they impact the business as a whole. 13.3.2
- 3 Research how to develop an event budget and investigate how the economy may impact this process. 13.3.3
- 4 Analyze current trends to determine if changes should be made to future products and services. 13.3.4
- 5 Use principles of budgeting and forecasting to maximize profit and growth. 13.3.5
- 6 Research costs, pricing and market demands to promote profitability. 13.3.6
- 7 Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc). to guide product and service decisions. 13.3.7
- 8 Identify the staffing needs for varying event types and the skills employees need to fill those positions. (\*10.3.2) 13.3.8
- 9 Prioritize tasks to be completed. 13.3.9
- 10 Develop a BEO (banquet event order) and follow the entire BEO shelf life from creation to the conclusion of the event and note the intricacies involved with making it successful. 13.3.10
- 11 Research the RFP process (request for proposal process) and demonstrate how to create a proposal. 13.3.11
- 12 Demonstrate industry standards for meeting room sets for different events (i.e. screen placement, isle width, classroom style, rounds, etc). 13.3.12
- 13 Identify the different client segments, needs and budgets (i.e. corporate business, social events, non-profit companies, special events, etc). 13.3.13
- 14 Demonstrate an operating procedure for an event to include objectives, timeline, budgets, tasks, staffing, event marketing, event diagram/layout, media promotion, facility and equipment needs. 13.3.14
- 15 Analyze work roles and responsibilities and how to balance worker assignments. 13.3.15

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**D Benchmark: 13.4 Enhance career readiness through practicing appropriate skills in travel and tourism applications. 13.4**

- 1 Examine career opportunities within the event planning and management fields and the skills/experiences/education needed. 13.4.1
- 2 Explore the various types of event planning and managing services within the industry (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc.). 13.4.2
- 3 Practice time management strategies to enhance personal success and when working with work load assignment and scheduling. 13.4.3
- 4 Use correct grammar, spelling, punctuation and capitalization when preparing written documents. 13.4.4
- 5 Recognize ethical and legal responsibilities and how these influence industry standards (i.e. legal age requirements, alcohol service, tip pool management, free admission to events, waste disposal, etc). 13.4.5
- 6 Research laws pertaining to hiring practices and harassment laws (i.e. diversity, equal employment opportunity, American with Disabilities Act). 13.4.6
- 7 Recognize ethical and legal responsibilities and how these influence industry standards. (i.e. legal age requirements to serve alcohol, tip pool management, free admission to events, waste disposal, etc). 13.4.7
- 8 Examine the leadership and teamwork skills needed to create a good working environment that encourages staff retention. 13.4.8
- 9 Examine skills needed in organizing, controlling, assigning, managing and carrying out work responsibilities. 13.4.9
- 10 Employ appropriate verbal communication skills when obtaining and conveying information. 13.4.10
- 11 Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field. 13.4.11