

Module Title: Project Managing a Live Event**Module Code: B3241****Level: BAIHTM – 7th Semester...Lesson Plan**

Unit	Topic	Description	Detailed Activities
1	Introduction to Live Event Management	Introduces the live events industry, professional contexts, and the event management cycle. Explores the role of the event manager, underpinning academic theories, and ethical, social, and environmental considerations in event delivery.	1. Overview of the Events Industry, Sectors, and Trends 2. Roles, Skills, and Responsibilities of Event Managers 3. Event Management Cycle: Pitching, Planning, Delivery, Evaluation 4. Discussion of Academic Theories (e.g. Getz and Page) 5. Seminar: Ethics, Sustainability, and Social Impact of Events
2	Event Conceptualisation and Design	Develops skills in generating, evaluating, and pitching creative event concepts aligned with stakeholder needs and feasibility constraints.	1. Developing Event Purpose, Vision, and SMART Objectives 2. Creative Concept Development and Theming Workshops 3. Stakeholder Identification and Audience Profiling 4. Event Design Principles (Spatial, Experiential, Service) 5. Risk, Legal, and Feasibility Analysis at Concept Stage
3	Planning and Project Management	Focuses on planning tools and project management techniques required to design and manage a live event from concept to delivery.	1. Use of Gantt Charts, Action Plans, and Responsibility Matrices 2. Budgeting, Forecasting, and Breakeven Analysis 3. Venue Selection, Contracts, and Logistics Planning 4. Supplier Management and Procurement Processes 5. Marketing, Promotion, and Customer Service Planning
4	Operational Delivery and Live Management	Examines operational management of live events, including team coordination, communication, contingency planning, and customer experience during delivery.	1. Pre-Event Briefings and Team Coordination 2. On-The-Day Roles, Responsibilities, and Communication Protocols 3. Contingency Planning and Crisis Management Simulations 4. Resource Coordination and Time Management 5. Monitoring Live Delivery and Adapting the Running Order

5	Post-Event Evaluation and Feedback	Develops skills in evaluating event outcomes using qualitative and quantitative data to measure success against objectives.	<ol style="list-style-type: none"> 1. Feedback Collection Methods (Surveys, Interviews, Observation) 2. Analysis of Attendee and Stakeholder Feedback 3. Financial Reconciliation and Post-Event Reporting 4. Team Debriefing and Reflective Discussion 5. Identifying Lessons Learned and Areas for Improvement
6	Reflection and Professional Development	Encourages critical reflection on personal and group performance and links practical experience to academic theory and professional development.	<ol style="list-style-type: none"> 1. Introduction to Reflective Practice Models (e.g. Gibbs) 2. Evaluating Individual and Group Performance 3. Linking Theory to Practice Through Reflection 4. Developing a Professional Event Management Portfolio 5. Career Pathways and Continuing Professional Development