

STRATEGIC SALES & EVENT PLANNING

CMS 335
SPRING 2012
TTH 12:30-2:00 in CMA 6.152

Instructor: Randy Cox
Office: UA9 2.120F
Office Hours: T 3:00-6:00 (by appointment)
Office Phone: 471-1957

DESCRIPTION: This course is designed as a theoretical and practical instructional setting for the preparation of large scale sales events and conferences. This course is an academic service learning course, and includes the integration of basic & advanced communication skills and the application of planning techniques for non-profits events/functions. You will research the client, investigate potential venues, conduct phone based information interviews, and give individual and/or group sales presentations and event overviews tailored to chosen events. Additionally, students will be involved in the planning and execution of actual campus/community based non-profit events and will compare their “real-world” experiences to class objectives and content. As a result, attendance at some out-of-class scheduled events will be a requirement of the course.

TEXTBOOKS: *What Every Student Should Know About Effective Oral Presentations*. Martin R. Cox © 2007 / Allyn & Bacon ISBN-10: 0205505457 ISBN-13: 9780205505456

Event Planning: The Ultimate Guide to Successful Meetings, Corporate events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events, 2nd Edition. Judy Allen. © 2009 / ISBN-10: 0470155744; ISBN-13: 978-0470155745 / Wiley & Sons

GRADING SYSTEM: The course consists of three in-class presentations, an out-of-class field service assignment, and written assignments culminating in a final professional portfolio. Attendance is necessary due to the interactive nature of this class.

PREREQUISITES/RULES: Upper division standing is required for enrollment. It is highly recommended that you have some prior experience with interviewing (such as a course in the area) and with PowerPoint. CMS 306 or its equivalent is highly recommended. Familiarity with desktop publishing software is also highly recommended. **CMS 335 and CMS 367 Strategic Sales & Event Planning may not both be counted.**

The University of Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY.

Communication Objectives:

- I. To develop a comprehensive understanding of the process of communication through public speaking and the development of critical listening/thinking skills.
- II. To hone already established speaking skills through preparing, delivering, and evaluating original speeches by you and your peers.
- III. To demonstrate self-confidence and ability as a successful public speaker, as well as mastery of the theories behind differing types of presentations and activities.

Course Guidelines:

- A. Presentations are to be original and reflect careful and thorough preparation. University guidelines concerning academic honesty will be strictly enforced.
- B. Communication is multi-directional. It is centered upon the communicator and his/her intended audience. This course will emphasize class participation and the role of the audience member throughout. Much (if not all) of the learning that takes place in this course will be the result of listening to, analyzing, and discussing materials, presentations, and concepts in class. This knowledge can not be obtained simply by reading the required text or borrowing notes. As a result, **CLASS ATTENDANCE IS ABSOLUTELY MANDATORY**. You are allowed to miss **TWO (2)** class periods this term without penalty. Each absence beyond that will result in a deduction of your final grade by **TWO (2)** percentage points.
- C. Attendance will be checked at the beginning of each class period. Two (2) late arrivals or early departures are equivalent to one (1) absence. If you do arrive late or leave early, it is your responsibility to check and confirm absolutely that the attendance record accurately reflects your attendance on that day (please insist that you **WATCH** me change the record on that day-- the end of the semester will be too late).
- D. If you are absent or unprepared on the day you are scheduled to give a speech or submit an assignment, you will receive a grade of zero (0) for that task. You will be permitted to make up the assignment only under the following conditions:
 1. You have contacted me **AT LEAST ONE CLASS PERIOD PRIOR** to the class meeting you are assigned to present the speech.
 2. You have an excuse which is verifiable and approved by me.
 3. There is time in class at the end of the assignment.
 4. If you can meet the requirements stipulated in 2 and 3, but not 1, you will be allowed to make up the assignment at 1/2 credit.

Survival Guidelines

(aka What and What Not To DO in any Class)

CHEERS AND CONGRATULATIONS:

- *Bring your book, a writing utensil, and stuff to write on to every class.
- *Attend class and be on time.
- *Participate in class discussion and critiques.
- *Keep up with the reading.
- *Plan and prepare your work carefully.
- *Challenge yourself: be creative, take on tough and interesting topics/projects, etc.
- *Be an outstanding audience member.
- *Be prepared for catastrophes (printer toner runs out, computer breaks down without a backup copy saved, cat eats your presentation notes); give yourself enough time to complete and double check your assignments.
- *Talk to me (Researchers have noticed a direct correlation between students who talk to their instructors on a regular basis and those who do well in their classes).

BOOS AND HISSES:

- *Attending class only on the days you are to present or have a test.
- *Entering the room while a presentation is in progress.
- *Talking, reading, writing, sleeping, eating, or by any other means creating a disturbance during someone else's presentation.

Grading Policy

Your grade in this course will be based upon several assignments, activities, and unit exams. The overall distribution of percentage value (subject to change as determined by the instructor) for each assignment is listed below:

Presentation 1	Diagnostic Speech	5%
Presentation 2	Event Pitch (Informative)	15%
Presentation 3	Sales Presentation (motivational)	15%
Presentation 4	Venue Exploration (poster project)	15%
Participation/In-class activities		5%
Portfolio		45%
	Submitted Portfolio Pages	40% of portfolio grade
	Final Portfolio Project Elements	60% of portfolio grade

Your success in this class will depend on not only your projects but your grasp of the course material and your application of its objectives. Assigned readings are listed throughout the course schedule.

I evaluate subjective assignments with a letter grade. The numerical baselines for +/- grading are as follows:

A+	97	B+	87	C+	77	D+	67	F	Variable
A	94	B	84	C	74	D	64		
A-	90	B-	80	C-	70	D-	60		

An excellent submission that is very well prepared, meets all major criteria, and is delivered with skill will generally receive an A-. Speeches that do all of the above and truly impress me will receive an A. An award of an A or A+ is a sincere complement to your preparation and presentation skills. An A++ (100%) signifies the highest level of competence, meeting all required criteria, as well as presentation of the speech with exceptional command and verve, among other intangibles which tend to be fairly subjective. I'm not sure I've ever given an A++ on a speech, but it could happen. Presentations that do not meet the minimum time requirements will not receive higher than a B+ (assuming all other factors are excellent).

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GENERAL GUIDELINES FOR PORTFOLIO PROJECTS:

Each student will construct and submit a final bound portfolio of materials summarizing the planning details for a major event. The portfolio will include professional looking printed materials that define the scope and sequence of the event. The portfolio will also include an implementation report (final analysis of the event execution). Should the overall planning project be a hypothetical one, students may substitute a report on involvement in an alternate event. Involvement in the execution of an actual large-scale event is a requirement for the portfolio.

The following timeline should be followed. Students will submit some of these items to the instructor for review, critique, and evaluation at various times throughout the semester. All items also must be included in the final bound portfolio.

Portfolios will be assessed for professional quality, depth, scope, inventiveness, format, layout, and writing devoid of format or grammar errors. Budgets must include demonstration that expenditure amounts are not hypothetical, but rather real world amounts.

Portfolio Elements Submitted in Advance:

Vision Page/Overview	Feb 21	(12% of Portfolio Grade)
Timeline	Mar 1	(8% of Portfolio Grade)
Projected Operating Budget	Mar 20	(10% of Portfolio Grade)
Site Write Up	Apr 5	(10% of Portfolio Grade)

Remaining 60% of Portfolio Grade includes revisions on the above elements as well as:

Final Operating Budget	With final portfolio
Final Event Schedule; Master and Daily Schedules	With final portfolio
Summary of Important Contacts	With final portfolio
Additional Support Materials	With final portfolio
Implementation Report (Final Analysis)	With final portfolio

Portfolios are due by May 3 unless prior arrangements have been made for events that take place outside of the class schedule.

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GUIDELINES FOR VISION PAGES:

A vision without action is called a daydream; but then again, action without a vision is called a nightmare.
Jim Sorensen

The Vision Page is a single page narrative description and overview of your proposed event. Providing your client a sense of your "vision" for the event is a must, and should illustrate what you have in mind. Vision Pages are non-binding-- however, they do set the stage for how the event will be executed and what elements should be included. The Vision Page should be written to the client. Refer to Allen Chapter 1 for a summary of ideas that you should consider in constructing your visualization.

Your Vision Page should be no longer than 1 page, typed, single spaced. The statement should answer the following questions, though this list is not exhaustive. Remember that the more creative you can be, the more willing your client will be to accept your vision for the event and award the project to you.

What type of event (social, corporate, fundraiser, etc.)? When will it take place? Who will attend? Will there be a theme? What will the setting look like? What kind of catering or hospitality can be provided? What kind of dress or costuming will be required? How much do you estimate it will cost (hard to accomplish without at least brainstorming a preliminary budget)?

In other words, constructing a vision statement forces you to prethink the major elements of your final portfolio, and allows you to illustrate for your client (in this case, your instructor) your grasp of the direction of the event and your ability to execute it.

DESIGN IS IMPORTANT!

The Vision Page should be designed as a professional catalog page, and may include graphics and other design elements. Remember that design & layout are crucial elements in developing a business identity. Effective design/layout will be an aspect of evaluation on this and all written submissions. Vision Pages are due February 21.

Every creator painfully experiences the chasm between his inner vision and its ultimate expression.
Isaac Bashevis Singer (1904 - 1991)

Course Schedule for CMS 335

<i>Date</i>	<i>Topic</i>	<i>Due Dates & Reading Prior to Class</i>
UNIT 1		
Tuesday, January 15, 2013	Syllabus	
Thursday, January 17, 2013	Overview of Event Planning /Defining Purpose/Event Types	<i>Allen Chap 1</i>
Tuesday, January 22, 2013	Planning Phases; Effective Presentations	<i>Cox Chaps 1 & 2</i>
Thursday, January 24, 2013	Diagnostic Speeches	<i>Cox Chap 7 & 8</i>
Tuesday, January 29, 2013	Diagnostic Speeches	<i>Allen Chap 2</i>
Thursday, January 31, 2013	Strategic Communication/Motivation; Event Pitch Overview	<i>Allen Chap 3</i>
Tuesday, February 05, 2013	Fundamentals of Contracts & Budget Management	<i>Cox Chap 4</i>
Thursday, February 07, 2013	Event Pitch Prep	<i>Allen Chap 7</i>
Tuesday, February 12, 2013	Event Pitch Presentations 1	
Thursday, February 14, 2013	Event Pitch Presentations 2	<i>Allen Chap 6</i>
Tuesday, February 19, 2013	Event Pitch Presentations 3	
Thursday, February 21, 2013	Sales Presentations Overview	Vision Page due Feb 21
Tuesday, February 26, 2013	Venue Selection; Site specs	
Thursday, February 28, 2013	Managing Fundraisers	Timeline due Mar 1
Tuesday, March 05, 2013	Handling the Press & Crisis Management	
Thursday, March 07, 2013	Poster Projects Overview	<i>Allen Chap 8</i>
UNIT 2		
Tuesday, March 19, 2013	Professional Opportunities/Career Development	Preliminary Budget due Mar 20
Thursday, March 21, 2013	Sales/Motivational Presentations 1	
Tuesday, March 26, 2013	Sales/Motivational Presentations 2	<i>Allen Chap 9</i>
Thursday, March 28, 2013	Sales/Motivational Presentations 3	
Tuesday, April 02, 2013	Poster Project Groups	
Thursday, April 04, 2013	No class (meet in small groups)	Site Write-up due Cox Chap 5
Tuesday, April 09, 2013	No class (meet in small groups) Poster	
Thursday, April 11, 2013	Posters Group 1	
Tuesday, April 16, 2013	Posters Group 2	
Thursday, April 18, 2013	No class (work independently on portfolios)	<i>Allen Conclusion</i>
Tuesday, April 23, 2013	No class (work independently on portfolios)	
Thursday, April 25, 2013	Portfolio Prep	
Tuesday, April 30, 2013	Portfolio Prep	
Thursday, May 02, 2013	Event Summaries	Final Portfolios due, including all previously graded elements

Note: This schedule is subject to change as determined by the instructor.