The Hong Kong Polytechnic University

Subject Code	HTM4345
Subject Title	Special Events Project I
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	HTM4345 Special Events Project I is inter-related with HTM4346 Special Events Project II, and spread over two semesters working for a one single project. Both two subjects are also capstone subjects which allow students to develop practical special Events projects by applying concepts of planning, organization and management learnt from previous related subjects. Students need to integrate and synthesize the resources, staff, time, costs, specific skills and steps to complete innovative Events projects and culminate in an in-depth analysis of the project's performance.
Intended Learning Outcomes	Upon completion of the subject, students will be able to be a: **A. Competent professional:** Graduates should be able to integrate and to apply in-depth discipline knowledge and specialised skills that are fundamental to functioning effectively as an entry-level professional (professional competence); understand the global trends and opportunities related to their professions (global outlook); and demonstrate entrepreneurial spirit and skills in their work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship). **B. Critical thinker:** Graduates should be able to examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning. **C. Innovative problem solver:** Graduates should be able to identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems. **D. Effective communicator:** Graduates should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in professional

and day-to-day contexts.

E. Lifelong learner:

Graduates should be able to recognise the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals.

F. Ethical leader:

Graduates should have an understanding of leadership and be prepared to serve as a leader and a team player (leadership and teamwork); demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).

G. Socially responsible global citizen:

Graduates should have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).

Subject Synopsis/ Indicative Syllabus	**Key topics to be addressed in this subject (Subject to regular update)**
	
	1. Project Theme and Concept Development
	   Management activities and setting objectives
	
	2. Planning and Management Process
	   Elements of the Events management process, overall structure and timelines
	
	3. Budgeting
	   Determine financial objectives, prepare and manage a budget, develop financial procedures and prepare financial reports, determine funding sources
	
	4. Programme Development
	   Sequence of program elements, creative social programs, selection of speakers research
	
	5. Negotiations and Contracts
	   Negotiate and finalize contracts, complete contractual agreements and monitor contracts
	
	6. Risk Management
	   Evaluate the level of risk and plan appropriate responses and responsibilities
	
	7. Marketing and Media
	   Apply marketing principles and strategies, understand various target

	audiences and assess their needs to develop promotion plan, budget, and tools
	8. Registration Registration system, policies, and package development, on-site management **9. On-site Logistics** Construct working operations manual, develop transportation plan and traffic flow, determine F&B and equipment requirements, pre and post Events meetings **10. Technologies** Appropriate technology for the Events elements **11. VIP Arrangement** Protocol guidelines establishment **12. Human Resources** Manpower forecast and management, professional conduct and volunteer management **13. Project Evaluation** Overall project evaluation and management review