



**Hospitality+ Center  
for Innovation and Training**

UNIVERSITY OF CENTRAL FLORIDA

# Event Management Fundamentals



## COURSE DESCRIPTION

This course provides students with the knowledge and skills needed to excel in event planning and management, emphasizing alignment with Saudi Arabia's Vision 2030. The curriculum spans various event types, including mega-events, cultural festivals, and geographically mobile events. Core topics include goal-setting, visitor segmentation, portfolio management, marketing, sponsorship, and financial planning. Students will also explore human resources, risk management, and legal considerations in event planning. By engaging with real-world case studies, students will learn to design, manage, and evaluate events that align with strategic goals, ensuring long-term sustainability and success.

**Join us to become a leader in the event industry!**

## LEARNER TESTIMONIALS

One of the best things about this course is the practical material it offers! It's not just boring theory.

### MODULE 05: Event Project Management

The Case Study on the event 'Augmented Reality Conference in Riyadh' gave me really useful and detailed explanations about how it works, walking me through the 5 Phases of Project Management and showing how to apply them in real-life. I even got access to files and step-by-step guides, which makes it super easy to follow along.

Now, I have two valuable resources: (1) I know how to start and evaluate a project from scratch using Excel, and (2) I can download templates with step-by-step guidance to help me do it!"

**VANESSA | MEDELLIN, COLOMBIA**



## COURSE LEARNING OUTCOMES

1

Analyze the strategic importance of event planning and its role in achieving national and organizational objectives, particularly within the context of Saudi Arabia's Vision 2030.

2

Develop clear and measurable event goals and objectives that align with broader mission and vision statements.

3

Apply visitor segmentation strategies to create targeted marketing campaigns that enhance event engagement and attendance.

4

Design and manage event portfolios that balance economic, social, and cultural objectives.

5

Implement advanced project management techniques to ensure efficient event execution and resource allocation.

6

Develop and execute marketing and sponsorship strategies that drive value and audience engagement.

7

Manage human resources effectively, addressing the unique challenges of workforce and volunteer management in events.

8

Create comprehensive financial plans that include budgeting, revenue forecasting, and cost management to ensure event profitability or cost recovery.

9

Assess and mitigate risks by developing robust risk management strategies that ensure event safety and compliance.

10

Navigate legal complexities in event management, including contracts, intellectual property, and regulatory requirements.



# HP+C2: Event Management Fundamentals

This self-paced e-learning course is designed to guide students through comprehensive lessons. Each lesson consists of engaging video and text content with interactive activities, followed by a quiz to assess understanding, and a review session with reflection questions, key takeaways, and glossary of terms. The educational experience emphasizes critical thinking and independent work, with assessments that ensure students meet all learning objectives and master the content.

## COURSE JOURNEY

START  
HERE

**MODULE 01**  
Strategic  
Event Planning



**MODULE 02**  
Event Goals  
and Objectives

**MODULE 03**  
Event Visitor  
Segments

**MODULE 04**  
Event Portfolio  
Management

**MODULE 08**  
Event  
Financial  
Planning

**MODULE 07**  
HR Management  
for Events

**MODULE 06**  
Marketing and  
Sponsorship

**MODULE 05**  
Event  
Project Management

XLS

Introduction to the 5  
Phases of Project  
Management

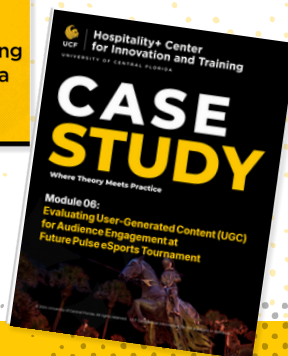
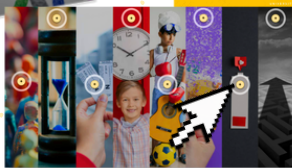
**MODULE 09**  
Risk Management

**MODULE 10**  
Legal Aspects of  
Event Planning

### INTERACTIVE ACTIVITIES ALONG THE WAY...



Case Study:  
Strategic Market  
Segmentation and Positioning  
for eSports in Saudi Arabia



## SKILLS TO BE GAINED

event planning and marketing

financial planning

goal-setting

understanding of human resources

risk management and  
legal considerations of events

visitor segmentation

sponsor  
relationships

portfolio  
management

## EVALUATION

The evaluation is structured to ensure that students engage deeply with the content, develop critical thinking skills, and demonstrate independent learning. A mix of multimedia materials enhance the learning experience.

10 MODULES

2 HOURS EACH

SELF-PACED

VIDEOS

ACTIVITIES

STUDY GUIDES

FORMAL ASSESSMENTS

# HP+C2: Event Management Fundamentals

## LEARNER TESTIMONIALS

Anyone interested in the event and entertainment industry should seriously consider taking this course!

### MODULE 04 | Event Portfolio Management

I learned about sustainability's critical role in event planning from Lesson 3: 'Organizational Antecedents,' and I now promise to create events that positively affect both the environment and society. My approach changed after learning how to incorporate ethical practices into event portfolios because I now prioritize strategies that drive cultural and economic growth alongside environmental preservation."

**MEAAD | JEDDAH, SA**



Rosen College of  
Hospitality Management

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Hospitality Management  
UNIVERSITY OF CENTRAL FLORIDA

UCF Rosen College of Hospitality Management, located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. UCF Rosen College is committed to providing an environment where we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research, and strong industry and community partnerships, while delivering a global perspective on hospitality management, event management, entertainment management, lodging and restaurant management, and senior living management.

**3,000**

With more than 3,000 undergraduate students, the college is one of the largest and fastest-growing hospitality programs in the nation.

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## COURSE AUTHOR

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