FBLA HS: Introduction to Event Planning

Competency A: Event Management Customer Service Skills	MBA Research Performance Indicators	LAPs
Task		
1. Explain the importance of listening to the customer.	CO:017 Demonstrate active listening skills (PQ)	LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)
2. Understand the value that the customer associates with their personal event.		
3. Understand the demographics of customers for different types of events.	MP:042 Explain the concept of event market identification (CS) MP:043 Identify event market segments (SP)	
4. Plan events that fit the budget of customers.	FI:794 Describe the nature of event budgeting (SP)	
5. Meet the expectations of event customers.	PJ:019 Determine strategies to respond to and manage stakeholder concerns (MN)	
6. Explain the event contract to the customer.	BL:002 Describe the nature of legally binding contracts (SP) PJ:038 Determine event's required contracts, licenses, and intellectual property use restrictions (MN)	
7. Explain important communication skills for event planners.	EI:007 Explain the nature of effective communications (PQ) EI:129 Foster open, honest communication (SP)	LAP-EI-140 More Than Just Talk (Effective Communication) LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)
8. Demonstrate an appreciation of the event value for the customer.		

9. Understand related needs and services for event participants.	PJ:025 Identify resources needed for event (SP) PJ:026 Determine accessibility needs (SP) PJ:027 Determine signage needs (SP) PJ:028 Identify audio/visual requirements (SP) PJ:029 Identify transportation requirements (SP) PJ:030 Determine on-site communication requirements (SP) PJ:031 Define conference room/banquet room requirements (SP) PJ:032 Determine guest transportation needs (SP) PJ:033 Identify required guest services (SP)	
10. Manage customer expectations and implement communication check points.	PJ:018 Identify event's stakeholders and their concerns (MN) PJ:019 Determine strategies to respond to and manage stakeholder concerns (MN)	
11. Explain how to handle objections and difficult clients.	CR:009 Handle difficult customers (CS) CR:010 Handle customer/client complaints (CS)	LAP-CR-009 Making Mad Glad (Handling Difficult Customers) LAP-CR-010 Righting Wrongs (Handling Customer Complaints)
12. Determine strategies to help indecisive clients make firm decisions.	SE:221 Recommend hospitality and tourism services (SP)	
13. Explain the power of customer service feedback on social media.	PR:365 Explain the use of social media for digital marketing (SP)	

Competency B: Management Skills for Successful Event Planners	MBA Research Performance Indicators	LAPs
Task		
1. Describe the skills needed for a successful event planning career.	PD:348 Describe the duties of event planners (SP) PD:349 Explain employment opportunities in event planning (SP)	
2. Explain the importance of multitasking for event planning.		
3. Explain the financial management skills required by event planners.	FI:794 Describe the nature of event budgeting (SP)	
4. Understand the importance of following a budget for the event customer.	FI:794 Describe the nature of event budgeting (SP)	
5. Define the importance of time management skills for event planners.	PD:019 Use time-management skills (SP)	LAP-PD-019 About Time (Time Management)
6. Describe the creativity possessed by successful event planners.	PD:012 Demonstrate appropriate creativity (SP)	LAP-PD-012 Imagine That (Demonstrating Creativity)
7. Explain strategies to diffuse challenges and difficult situations.	CR:046 Determine strategies for resolving customer-service situations (SP) CO:200 Develop a crisis management plan (MN)	
8. Create staffing schedules to accomplish tasks.	HR:559 Develop staffing plan to meet predicted demand (MN)	
9. Manage vendors and understand their duties.	PM:318 Choose hospitality and tourism vendors (SP)	
10. Create budgets to meet clients' expectations.	FI:795 Develop event budget (SP) PJ:051 Set event budget (MN)	

11. Explain the importance of professional networking in the event planning industry.	PD:352 Explain the services of professional organizations in event planning and management (SP) PD:353 Employ career-advancement strategies in event planning and management (SP)	
12. Explain the importance for developing leadership skills by actively participating in organizations like FBLA.	EI:009 Explain the concept of leadership (CS)	LAP-EI-909 Lead the Way (Concept of Leadership)
Competency C: Legal Aspects of Event Planning	**MBA Research Performance Indicators**	**LAPs**
Task		
1. Explain the elements of a contract.	BL:002 Describe the nature of legally binding contracts (SP)	
2. Explain how the event deposit works.		
3. Understand the impact of food permits on event planning.	BL:165 Describe legal issues affecting the event management industry (SP) PJ:037 Identify food and beverage requirements (SP)	
4. Describe the role of the fire marshal for an event.	BL:165 Describe legal issues affecting the event management industry (SP) PJ:036 Identify health and safety requirements (SP)	
5. Explain the need for security for all types of events.	OP:115 Explain security considerations in the hospitality and tourism industry (CS)	
6. Explain the legal implications of special effects (example: fireworks at an event)	BL:165 Describe legal issues affecting the event management industry (SP)	
7. Explain how a pandemic impacts events of all sizes.	BL:165 Describe legal issues affecting the event management industry (SP)	
8. Explain the importance of risk management for events.	RM:098 Identify risks to successful event execution (SP) FI:793 Explain the need for event insurance (SP)	
9. Describe the importance of customer safety at events	PJ:036 Identify health and safety requirements (SP)	

10. List risk management requirements for events that may cause issues.	RM:098 Identify risks to successful event execution (SP)	
	RM:100 Determine risk management plan (MN)	
11.Explain the rational for event insurance.	FI:793 Explain the need for event insurance (SP)	
Competency D: Event Staffing	**MBA Research Performance Indicators**	**LAPs**
Task		
1. Explain the importance of adequate staffing for an event.	HR:558 Determine staffing needs for events (SP)	
2. Describe the dress code for events.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
3. Define a staff timeline and needs list.	HR:559 Develop staffing plan to meet predicted demand (MN)	
4. Define Job descriptions for all staff members.	HR:558 Determine staffing needs for events (SP)	
5. List required permits for events involving food service (Food handlers, TABC, etc.)	PJ:036 Identify health and safety requirements (SP)	
6. Describe check-in and check-out procedures for event planning.	PJ:068 Check people into the event (CS)	
7. List pay ranges for event employees.		
8. Manage labor costs and hours to meet the budget.		
9. Minimize amount paid for employee overtime.		
10. Define a code of ethics for event staff.	PD:400 Discuss the role of ethics in hospitality and tourism (SP)	
11. Describe training and development for event staff	HR:392 Train staff (SU)	
Competency E: Designing and Executing the Event	**MBA Research Performance Indicators**	**LAPs**
Task		
1. Describe event design.	PR:222 Describe the elements of design (SP)	
2. Define effective event flow.		

3. Describe personnel needs for designing and implementing the event.	HR:558 Determine staffing needs for events (SP)	
4. Define ultimate customer service during the planning and execution of the event.	CR:056 Identify factors affecting attendee satisfaction with events (SP) PJ:033 Identify required guest services (SP)	
5. Explain décor design and execution.	PJ:041 Select event décor (SP)	
6. Manage the stress associated with the day of the event.	EI:028 Explain the nature of stress management (SP)	LAP-EI-028 Keep Your Cool (Stress Management)
7. Create ROS (Run of Show) and manage the tasks.	PJ:047 Develop event production schedule (MN)	
8. Create the BEO to handle Food, beverage, and set ups.	PJ:031 Define conference room/banquet room requirements (SP) PJ:037 Identify food and beverage requirements (SP) PJ:057 Complete room specification sheets (SP) PJ:061 Set up banquet/conference rooms (CS)	
9. Manage moving parts on stage or live feed via script and prompts		
10. Close out events with full reports of attendee counts, over/under budgets, and liabilities.	PJ:077 Determine whether goals/objectives were met (MN) PJ:078 Determine event-improvement needs (MN) PJ:079 Document lessons learned (MN)	
Competency F: Convention Management	**MBA Research Performance Indicators**	**LAPs**
Task		
1. Explain the financial value of a convention for a city.	EC:136 Explain the relationship between the economy and hospitality and tourism (SP) FI:797 Determine economic impact of events (MN)	
2. Describe all businesses financially impacted by convention events.	EC:136 Explain the relationship between the economy and hospitality and tourism (SP) FI:797 Determine economic impact of events (MN)	

3. Explain why and how cities compete for major conventions.	EC:136 Explain the relationship between the economy and hospitality and tourism (SP) FI:797 Determine economic impact of events (MN)	
4. Describe the relationship between number of hotel rooms and cities hosting convention events.	PD:399 Describe the interdependence of segments of the hospitality and tourism industry (SP)	
5. Explain security concerns for large convention events.	OP:115 Explain security considerations in the hospitality and tourism industry (CS) PJ:036 Identify health and safety requirements (SP)	
6. Explain how the chamber of commerce gets involved with convention events.		
7. Define room block minimums and attritions		
8. Understand food and beverage min and how it effects the over budget and cost.		
9. Handle attendee registration.	NF:294 Discuss event registration and attendee management systems (SP) PJ:035 Determine event registration process (SP) PJ:066 Maintain registration area (CS)	
10. Explain convention handbooks, goodie bags, etc.		
11. Handle sponsorships and onsite marketing	PJ:063 Confirm vendors/speakers/sponsors/ transportation (SP) PJ:065 Check signage/displays (SP) PJ:021 Determine sponsorship/vendor goals and objectives (MN) PR:404 Create sponsorship package materials (MN) PJ:046 Develop marketing communications plan (MN)	
12. Explain management of audio visual and sound requirements associated with event management.	PJ:028 Identify audio/visual requirements (SP) PJ:062 Check audio-visual set up (CS)	

Competency G: Crowd Control at the Event	MBA Research Performance Indicators	LAPs
Task		
1. Explain event traffic flow.		
2. Describe how to streamline an event.		
3. Explain the importance of attendee flow at an event.		
4. Describe the role of the fire marshal at an event.	BL:165 Describe legal issues affecting the event management industry (SP)	
5. Create an event layout and flow diagram	PJ:040 Determine site layout (SP)	
6. Follow fire marshal guidelines for events not to block exits.	BL:165 Describe legal issues affecting the event management industry (SP)	
7. Explain special security for the events attended by political leaders (President, Congress, Major).	OP:115 Explain security considerations in the hospitality and tourism industry (CS)	
8. Manage crowd control and develop the process for unwanted guests.	PJ:045 Develop crowd-management plan (MN)	
9. Explain maximum event capacity and the need for accessible exits at events	PJ:026 Determine accessibility needs (SP) PJ:070 Use crowd management strategies (SP)	
Competency H: Pricing for Events	MBA Research Performance Indicators	LAPs
Task		
1. Explain the importance of working with the customer's budget.	PI:071 Explain considerations in event pricing (SP)	
2. Describe the demographics for different event customers.	MP:043 Identify event market segments (SP)	
3. Explain billing procedures for event management.		
4. Describe the need for payment plans for events.		
5. Describe the cost of events (weddings, celebrations, etc.)	PI:071 Explain considerations in event pricing (SP)	

6. Explain cost ranges for product and services (Cake for 100ppl $200-$3,000), etc.	PI:071 Explain considerations in event pricing (SP)	
7. Define guest counts and cost per person.	PI:073 Establish participant pricing objectives (MN)	
8. Explain non-guest costs like entertainment, venue, etc.	PI:071 Explain considerations in event pricing (SP)	
9. Match event prices to the budget for the event.	PI:079 Set event prices (MN)	
Competency I: Event Planning Careers	**MBA Research Performance Indicators**	**LAPs**
Task		
1. Define the role of an event planner.	PD:348 Describe the duties of event planners (SP)	
2. Describe the huge wedding planner industry.	PD:346 Explain types of events (SP)	
3. Explain the role of event space for venue managers.	PD:350 Describe the duties of event managers (SP)	
4. Explain the wide range of event careers ranging from detailed planning to high-level multitasking during event execution.	PD:349 Explain employment opportunities in event planning (SP)	
5. Find salary ranges of event planners.	PD:349 Explain employment opportunities in event planning (SP)	
6. Find companies that are hiring planners and their required qualifications	PD:349 Explain employment opportunities in event planning (SP)	
7. Explain certifications or degrees related to becoming an event planner	PD:354 Explain certifications available to event planners and managers (SP)	
8. List different event planning sectors.	PD:347 Describe the nature of the event industry (SP)	

Competency J: Supply Chain Management of an Event	MBA Research Performance Indicators	LAPs
Task		
1. Define vendors for event planning.	OP:015 Explain the nature and scope of purchasing (CS) CO:211 Solicit event sponsors/vendors/speakers (SP)	LAP-OP-015 Buy Right (Purchasing)
2. Explain the importance of relationships with the vendors.		
3. Describe financial negotiation with vendors.	PM:319 Negotiate terms with hospitality and tourism suppliers (SP) PI:051 Negotiate charges with vendors (MN)	
4. Describe vendor contracts and what should be on there	PJ:038 Determine event's required contracts, licenses, and intellectual property use restrictions (MN)	
5. Explain vendor set up, performance, and tear down timeline		
6. Explain the reason for vetting vendors to determine their qualifications and reliability.	PM:239 Evaluate vendors' goods and services (SP) PM:318 Choose hospitality and tourism vendors (SP)	
7. Explain vendor insurance and liability.		