

Course Lesson Plan: Event Coordination, Control, and Execution

Course Layout & Weekly Breakdown

Week 1: Event Coordination – Managing the Event Process

- Understanding the event coordination lifecycle
- Key responsibilities of an event coordinator
- Planning, scheduling, and organizing workflows

Week 2-3: Staging Events

- Venue selection and setup considerations
- Stage design and logistics management
- Coordination of performers, speakers, and technical teams

Week 4: Catering Management – Food and Beverage

- Importance of catering in events
- Menu planning and dietary considerations
- Vendor coordination and quality control

Week 5: Technology and Equipment in Events

- Audio-visual (AV) and lighting setups
- Event management software and digital tools
- Security and access control systems

Week 6: Effective Control and Evaluation

- On-site event supervision and troubleshooting
- Risk management and contingency planning
- Stakeholder communication and issue resolution

Week 7: Critical Evaluation of the Event

- Post-event debriefing and feedback collection
- Identifying successes and areas for improvement

- Measuring event impact and audience engagement

Week 8: Event Evaluation Reports and Profiles

- Structure and components of an event report
- Data collection methods for performance analysis
- Case study reviews of past events

Week 9: Monitoring and Evaluating Media Coverage

- Understanding event media strategies
- Tracking press and social media coverage
- Analyzing audience response and brand impact

Week 10-11: Business Events

- Corporate conferences and trade shows
- Networking and sponsorship management
- Budgeting and financial planning for business events

Week 12-14: Social Events, Weddings, and Cultural Events

- Planning intimate vs. large-scale celebrations
- Vendor and client relationship management
- Cultural and traditional considerations in event planning

Week 15: Entertainment Events

- Concerts, theater productions, and live performances
- Managing artist bookings and contracts
- Crowd management and security protocols

Week 16: Sports Events

- Coordination of logistics for tournaments and marathons
- Managing ticketing, sponsorships, and fan engagement
- Ensuring safety and regulatory compliance