

## CERTIFICATE REQUIREMENTS

### Festival and Event Management (FEM) University of Minnesota Tourism Center Fall 2017

#### 1. FEM Course:

- (1) Completion of the six regular modules
- (2) Participation in all the discussion forum(s) in each of the six modules
- (3) Completion of the assignment for Module 5
- (4) Completion of the assignment for Module 6
- (5) Completion of the “Risk Management for Festivals and Events: Weather, Protestors, and Drones” Timely Topic

#### 2. Completion and submission of the FEM writing assignment:

- (1) *Objective:* Write a paper that critically analyzes a festival or event based upon the topics and issues discussed in the FEM course
  
- (2) *Topics to include (students should use these topics as section and sub-section headers in the paper):*
  - A. Mission & vision
    - a. Goals/Purpose for the event
    - b. Long term vision of the event’s future
  - B. Leadership and volunteer management
    - a. Responsibilities
    - b. Structure & organization
    - c. Recruitment & selection
    - d. Rewards
  - C. Planning techniques
    - a. Planning techniques (SWOT/gap analysis/decision trees)
    - b. Infrastructure analysis
    - c. Site map
    - d. Crowd management
    - e. Traffic flow
    - f. Special needs
  - D. Risk and liability
    - a. Risk factors associated with the event
    - b. Risk assessment and risk management plan
    - c. Crisis plan and responsibilities
    - d. Insurance coverage for the event
  - E. Elements of style
  - F. Event life cycle
  - G. Budget and finance
    - a. Budget setting process

- b. Price setting process & profit centers
- c. Budget example
- d. Financial management system (cash flow/income/balance statements)
- H. Sponsorship
  - a. Process used to attract sponsors
  - b. Sponsorship package & proposal
  - c. Return on investment for sponsors
- I. Marketing
  - a. Event marketing and tourism potential
  - b. Marketing strategy
  - c. Unique Selling Proposition
  - d. Target market/current market/potential market
  - e. Advertising/promotion (paid & unpaid)
- J. Recommendations to improve the event

(3) **Due date:** Monday, February 12, 2018

Papers will NOT be accepted after February 12, 2018.

(4) **Suggested length:** 16-30 pages, double-spaced

(5) **Format:** 1 inch margin on all sides, 12 point font, Times New Roman

(6) **Submission:** Please send the paper electronically to Xinyi Qian, [qianx@umn.edu](mailto:qianx@umn.edu)  
*Please proof read and spell check!!*

(7) **Review process:** Each paper will be reviewed within ten business days upon receipt. If sufficient, the certificate will be awarded. If insufficient, recommendations to improve the paper will be provided, and the student is expected to address the recommendations with revision(s) within ten business days after hearing back from the course lead. The paper will be finalized and accepted after all the comments are addressed.