

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|--|--|
| ☐ Closing of Degree | ☐ Change in Degree or Certificate |
| ☐ Closing of Certificate | ☐ Change in Degree: Adding Concentration |
| ☐ New Certificate Proposal | ☐ Change in Degree: Deleting Concentration |
| ☐ New Degree Proposal | ☐ Change in Prerequisite, Corequisite, and/or Pre-/Co-requisite |
| ☐ New Course | ☐ Change in Course Designation |
| ☐ New 82 Course (Pilot Course) | ☐ Change in Course Description |
| ☐ Deletion of Course(s) | ☐ Change in Course Title, Number, Credits and/or Hours |
| | ☐ Change in Academic Policy |
| | ☐ Pathways Submission: |
| | ☐ Life and Physical Science |
| | ☐ Math and Quantitative Reasoning |
| | ☐ A. World Cultures and Global Issues |
| | ☐ B. U.S. Experience in its Diversity |
| | ☐ C. Creative Expression |
| | ☐ D. Individual and Society |
| | ☐ E. Scientific World |
| ☐ Change in Program Learning Outcomes | |
| ☐ Other (please describe): _____ | |

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 5 Sep 25 Signature, Committee Chairperson: M. D'Alessandro, Ph.D.

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: M. D'Alessandro, Ph.D.



New Course Proposal Form

1. Complete the requested course information in the table below. Indicate “**NONE**” where applicable.

*For Assignment of New Course Number, contact **Academic Scheduling**.

Department:	Tourism and Hospitality
Course Designation/Prefix:	TAH
*Course Number:	4900
Course Title:	Event Technology and Virtual Meetings
Course Description: (Description should include language similar to Course Learning Outcomes)	This course provides a comprehensive overview of the technology used to plan, promote, and execute modern events. Students will explore the "Event Tech Stack," from project management and registration platforms to mobile apps and audience engagement tools. The course focuses on the distinct skill set required to produce successful virtual and hybrid meetings, including platform selection, digital engagement strategies, and managing virtual speakers.
Prerequisite(s):	
Corequisite(s):	
Pre-/Co-requisite(s):	TAH 100
Indicate if: - Open ONLY to Select Student Population(s) - OR - Specific Student Population(s) are RESTRICTED from enrollment in the course Specify Population	
Frequency course is to be offered (Select All that Apply)	☐ Fall ☐ Winter ☒ Spring ☐ Summer
Suggested Class Limit:	
Indicate if a special space, such as a lab, and/or special equipment will be required:	TAH Lab V-225
Faculty Information:	
Are there currently faculty within the Department available to teach this course?	☒ Yes* ☐ No*
Does this course require the faculty member to have a specific credential?	☐ Yes* ☒ No*

*If yes, please provide a Staffing Plan (see #13)	
Does this course provide an imbedded Microcredential or Industry Certification?	☐ Yes X No
If yes, please include relevant information	

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* -***Hours are based on hours per week in a typical 12-week semester** (Please check **ONE** box based on credits):

1-credit:	☐ 1 hour lecture ☐ 2 hours lab/field/gym
2-credits:	☐ 2 hours lecture ☐ 1 hour lecture, 2 hours lab/field ☐ 4 hours lab/field
3-credits:	X 3 hours lecture ☐ 2 hours lecture, 2 hours lab/field ☐ 1 hour lecture, 4 hours lab/field ☐ 6 hours lab/field
4-credits:	☐ 4 hours lecture ☐ 3 hours lecture, 2 hours lab/field ☐ 2 hours lecture, 4 hours lab/field ☐ 1 hour lecture, 6 hours lab/field ☐ 8 hours lab/field
More than 4-credits: ☐ Number of credits: ____ (explain mix lecture/lab below)	
____ Lecture ____ Lab Explanation: _____	

3. **Where** does this course fit? Select from the following:

X Degree Program(s)/Certificate(s)*	List Degree Program(s)/Certificate(s): 1. AAS Tourism and Hospitality - Event Planning Concentration 2.
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☐ General Education/Pathways	Select ONE of the following: ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)
☐ 82XX Pilot/Experimental Course	If proposed as a “real” course, where will this course fit? Select from the following: List Degree Program(s)/Certificate(s): 1. 2. Select ONE of the following: ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)

***If Degree Program/Certificate is Selected:**

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)

30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)

20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating a “Change in Degree or Certificate”
2. Memo with rationale for inclusion of the course within the curriculum
3. “Current” Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. “Proposed” Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611,
Amanda.Kalin@kbcc.cuny.edu

If General Education/Pathways is Selected:

- [Please refer to NYSED Guidelines for courses that are considered Liberal Arts \(General Education\).](#)
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a “real” course.

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating BOTH “New Course” and “Pathways”
 2. CUNY Common Core Pathways Submission Form
4. **List the Course Learning Outcomes:** – Course Learning Outcomes are measurable/demonstrable, containing “**action verbs**” (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should *significantly* align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL** sections of the same course and **MUST** be included on the syllabus.

Course Learning Outcomes
1. Identify the key categories of event technology and recommend appropriate tools for specific event scenarios.
2. Build a functional event registration page using a major platform like Eventbrite.
3. Develop a production plan and run-of-show for a virtual meeting.
4. Design strategies to maximize audience engagement in virtual and hybrid environments.
5. Analyze post-event data to measure success and calculate a basic Return on Investment (ROI).
6. Create a complete "tech stack" proposal for a mock hybrid event.

5. **Assessment of Course Learning Outcomes:** The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading.
REMINDER - Assessment of Course Learning Outcomes are based on a **Common Syllabus** – to allow for any qualified instructor to teach the course.

Course Learning Outcome	Percentage of Grade	Measurement of Learning Outcome (Artifact/Assignment/Activity)
1. Assignments	60%	Assignment and Activities
2. Midterm	20%	Test
3. Final	20%	Test

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to address.

Tourism and Hospitality majors are expected to enroll in the course. The course will be included as part of the Event Management Concentration.

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course's role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Academic Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students upon transfer to a baccalaureate program or transition into a career/workforce after KCC?

The modern events industry has fundamentally evolved, with virtual and hybrid formats becoming permanent fixtures. Our current curriculum is developing an Event Planning Concentration, and this course will help prepare students for this technological reality. The proposed Event Technology and Virtual Meetings course is designed to provide skills in virtual platform selection, digital audience engagement, hybrid logistics, and data analytics. As a course within the Event Planning Concentration, it will build upon foundational knowledge from the introductory course, equipping students with the specific technical competencies required to design and execute successful events in today's digital-first environment. The virtual platforms and digital technology are accessible without cost.

This course is a necessary addition as it directly supports key Program Learning Outcomes (PLOs). Additionally, the creation of this course is a direct response to a recommendation from the most recent Academic Program Review (APR), which was corroborated by feedback from our Industry Advisory Board. Implementing this course is essential for maintaining program relevance, aligning with urgent industry demands, and ensuring our graduates are highly competitive and employable in the evolving MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors.

8. **Transfer** – Provide a general explanation of the transferability of this course. Address all of the following in your explanation:
- Will this course meet a specific **degree requirement** in the equivalent baccalaureate program? Include the institution, degree program, and course equivalency.
 - Will this course serve as the equivalent of a freshman/sophomore course (100/200 level)?
 - Do we currently have an Articulation Agreement established (see current [Articulation Agreements](#)) with the transfer institution for the equivalent degree program? If you have a tentative Articulation Agreement/Communication with Chair at the transfer institution, please include.

With an AAS degree in Tourism and Hospitality, many students in the program graduate and enter the industry to start their careers. Technology Event skills are important as they contribute to the evolving meetings field. The new Event Technology and Virtual Meetings course provides this critical training, giving our students a distinct advantage in the job market. Furthermore, the specialized techniques and strategies they master can serve as a foundation for career advancement and leadership opportunities.

For students who want to continue their studies locally, the course can be transferable within CUNY and possibly outside CUNY. Although there is no direct Tourism and Hospitality Event Technology and Virtual

Meetings course at the Bachelor's level within CUNY, the course can be comparable to other courses being offered at other colleges:

NYU - B.S. in Hospitality, Travel & Tourism Management - TCHT1-UC 3505 Event Operations, Technology and Sustainability

St. Joseph's University, New York - B.S. in Hospitality & Tourism Management - HTM 320 - Conference and Event Planning Management

SUNY Delhi - Event Management - EVNT 420 Advanced Event Management

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

N/A

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Suggested material:

- Event Communication: Theory and Methods for Event Management and Tourism (1st ed.)
- Virtual Events Management: Theory and Methods for Event Management and Tourism
- Event Project Management: Principles, Technology and Innovation
- Free Technology: Zoom (CUNY License), EventBrite, Cvent (Demo), Asana, Trello, Monday.com.

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be **specific** and **explicit** regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

12. Selected Bibliography and Source Materials:

- Mazza, B. (2024). Event Communication: Theory and Methods for Event Management and Tourism (1st ed.). Goodfellow Publishers, Limited. <https://doi.org/10.23912/9781915097538-5667>
- Virtual Events Management: Theory and Methods for Event Management and Tourism, edited by Tim Brown, and Claire Drakeley, Goodfellow Publishers, Limited, 2023. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=30663262>.

- Event Project Management: Principles, Technology and Innovation, edited by Mohamed Salama, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6465085>.
- Free Technology: Zoom (CUNY License), EventBrite, Cvent (Demo), Asana, Trello, Monday.com.

13. **Staffing Plan** – please provide a staffing plan if there are currently **no faculty** within the Department available to teach this course or who do not have the required credential to teach this course.

The current TAH faculty can teach this course.

TAH 4900 – Event Technology and Virtual Meetings Syllabus [Semester] Sample

TITLE: **TAH 4900 – Event Technology and Virtual Meetings**
Pre-/ Co-requisite: TAH 100
Hybrid Course
Face-to-Face: (Dates and Times)
Online (Asynchronous)

INSTRUCTOR: Name
 Email
 Office:
 Telephone:
 Office Hours:

If you need to meet at a time other than the posted office hours, please email me to schedule an appointment.

Textbook Information

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Please see “Instructor Resources” for materials that can be used within the course.

Course Description

This course provides a comprehensive overview of the technology used to plan, promote, and execute modern events. Students will explore the "Event Tech Stack," from project management and registration platforms to mobile apps and audience engagement tools. A significant portion of the course focuses on the distinct skill set required to produce successful virtual and hybrid meetings, including platform selection, digital engagement strategies, and managing virtual speakers.

3 Credits, 3 hours

Course Learning Objectives

Upon completion of the course, students will be able to:

- Identify the key categories of event technology and recommend appropriate tools for specific event scenarios.
- Build a functional event registration page using a major platform like Eventbrite.
- Develop a production plan and run-of-show for a virtual meeting.
- Design strategies to maximize audience engagement in virtual and hybrid environments.
- Analyze post-event data to measure success and calculate a basic Return on Investment (ROI).
- Create a complete "tech stack" proposal for a mock hybrid event.

Course Organization

This Event Technology and Virtual Meetings is offered as a hybrid course. We will meet face-to-face on (Date, time, and location). The rest of the course will take place online in Brightspace and will be asynchronous. Assignments, projects, and additional course information will be posted to Brightspace. Students will be required to use Brightspace to participate in this course. Any changes will be announced through a Brightspace announcement. Students are expected to check Brightspace, especially the Announcements section, frequently.

Due Dates

This course is divided into 12 weeks, and finals week (see Course Outline below), each having a start date and an end date. Material for each unit will be available on Brightspace at 12:01 a.m. on the hybrid date of the unit. All tasks for a unit must be completed and submitted by the due date (11:59 p.m.). Please note that the CUNY Brightspace clock is set to U.S. Eastern Standard time. All times referred to in this course will be marked by the Brightspace clock and will, therefore, be U.S. Eastern Standard Time. “Receipt” of work will be defined as CUNY’s Brightspace system “timestamp” or, if email submission is indicated, the professor’s email “timestamp.” If you are not on the East Coast of the U.S., beware that both time stamps reflect Eastern Standard Time.

Late/Missed Work Policy:

All assignments will be due by the listed due date. If you have a situation that will impact your ability to complete your assignment, you must inform me prior to the due date and we can attempt to find an alternative solution. From time to time, we all have unexpected circumstances; however, I ask that you do not abuse this privilege. I try to be as fair as possible since life often takes unexpected turns that prevent us from timely accomplishments. We just don’t want this to become a habit.

Missed work, which is any work not submitted by its deadline without having made arrangements for an extension prior to the due date, will result in a zero grade for that task.

Grading Criteria:

Assignments/Activities	60%
Midterm	20%
Final	20%

Important Information

- **Academic Integrity (“Plagiarism”):** The following is an excerpt from the KCC Academic Integrity Policy, "To reach academic success, one needs to uphold the 5 core values of honesty, trust, fairness, respect and responsibility. Failure to do so may result in charges of academic dishonesty. Academic dishonesty is prohibited by CUNY and Kingsborough Community College and is punishable by penalties, including failing grades, suspension, and expulsion. Examples of academic dishonesty include, but are not limited to, cheating, plagiarism, internet plagiarism, obtaining unfair advantages, and falsification of records."
 - KCC's Academic Integrity Policy:
https://www.kbcc.cuny.edu/studentaffairs/student_conduct/academic_integrity.html
 - CUNY's Academic Integrity Policy:
<http://www.cuny.edu/about/administration/offices/legal-affairs/policies-resources/academic-integrity-policy/>
 - As a CUNY and Kingsborough Community College student, you are responsible for knowing and adhering to this policy. If the policy is unclear to you, speak to a professor or academic counselor. To avoid inadvertent plagiarism, make sure that you always cite the source where you found your material.
- **Student Services:** If you experience difficulty in a course for any reason, please don't hesitate to consult with me. In addition to the resources of the academic departments, a wide range of services is available to support you in your efforts to meet course requirements and succeed in college. A few essential offices are
 - Counseling Resource Center, D102, (718) 368-5975;
 - Access-Ability Services, D205, (718) 368-5175;
 - Reading and Writing Center, L219, (718) 368-5405.
- **Civility in the Classroom:** Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and others is the foundation of educational excellence. Civility in the classroom and respect for the opinions of others is essential in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matters of race, gender, sexual orientation, religion, and/or ability are not acceptable. Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.
- **Changes to the Syllabus:** I reserve the right to alter the course syllabus at any time. An official announcement will be posted on the announcements section on Blackboard when the syllabus has been changed.

TAH 4900 – Event Technology and Virtual Meetings*

Topics to be covered (The topics/schedules are subject to change based on the needs of the class)

***This Topical Outline includes a spring break for the instructor to be able to shift around topics based on winter and spring break.**

Week 1	Date	• Introduction to Event Technology and Virtual Meetings ○ What is an "Event Tech Stack"? ○ The attendee journey as a framework ○ The role of technology in enhancing event experience and ROI • Assignment ○ Students will find a major conference or event online (e.g., Dreamforce, SXSW, a large industry trade show) and research the technology it used. In a written assignment, the students will identify at least three different technologies (e.g., the registration platform, the mobile app, a networking tool) and explain the role each piece of tech played in the attendee's journey (graded).
Week 2	Date	• Project Management & Budgeting Tech ○ Deep dive into project management software ○ Introduction to event budgeting software and templates • Assignment ○ Students will submit a 1-page proposal for a fictional hybrid event they will work on this semester. The proposal must outline the event's name, purpose, audience, and goals. They must also choose a real-world project management tool (e.g., Asana, Trello, Monday.com) and justify why its features are a good fit for planning their specific event (graded).
Week 3	Date	• Event Websites & Registration Platforms ○ The purpose of an event website. Using simple builders (Squarespace, Wix). ○ Building a basic registration page on software such as Eventbrite (including ticketing tiers and data collection forms) • Assignment

		○ Students will use a free platform like Eventbrite to create a functional, registration page for their mock event. The page must include a compelling event description, ticket tiers (e.g., In-Person vs. Virtual), and a data collection form with at least five relevant questions for attendees. They will submit the URL for grading (graded).
Week 4	Date	● Advanced Registration & Marketing Tech ○ Introduction to robust platforms like Cvent and Bizzabo ○ CRM integration. Using email marketing platforms (Mailchimp) for event promotion ● Assignment ○ Students will write a copy for a promotional email for their event, designed as if it were being sent from a platform like Mailchimp. The assignment will include a compelling subject line, a call-to-action (CTA) to register, and a brief explanation of how they would use audience segmentation for this email campaign (graded).
Week 5	Date	● The On-Site Experience: Mobile Apps ○ The role of mobile event apps (Whova, Cvent Attendee Hub) ▪ Features: personalized agendas, push notifications, attendee networking, and lead retrieval for exhibitors. ○ Assignment ▪ Students will research two real mobile event app providers (e.g., Whova, Cvent Attendee Hub). They will write a 1 page brief comparing the key features of both apps and recommend one for their mock event, justifying their choice based on their event's specific goals and audience needs (graded).
Week 6	Date	● Check-in & On-Site Engagement ○ Contactless check-in procedures and badge printing technology ○ Technology for audience interaction (Mentimeter for live polls/Q&A). ○ Gamification ● Assignment ○ Students will outline a plan to engage the in-person audience at their mock event. They must propose

		using at least two different technology-based engagement tactics (e.g., live polls via Mentimeter, a gamified networking challenge, a social media photo wall) and explain how each tactic supports the event's goals (graded).
Week 7	Date	• Midterm Exam ○ Multiple choice exam
Week 8	Date	• Spring Break/Thanksgiving Break (depending on the semester)
Week 9	Date	• Introduction to Virtual Meetings ○ Understanding the virtual event landscape ○ Differentiating between webinars (Zoom Webinar) and interactive meetings. Key terminology and roles (producer, moderator, tech support). ○ The Run-of-Show ○ Building a minute-by-minute production schedule ○ Speaker Management: Pre-event tech checks, virtual green rooms, and best practices ○ Content Delivery: Best practices for virtual presentations (lighting, audio, backgrounds) • Assignment ○ Students will develop a detailed run-of-show for a single 60-minute virtual session within their hybrid event. The document must include cues for the producer, moderator, and speaker, covering everything from the pre-session green room and intro music to slide advancements, Q&A facilitation, and the closing sequence (graded)
Week 10	Date	• On-Site Audiovisual (AV) Production & Technology ○ Audio Fundamentals ○ Visual Fundamentals ○ How to read a quote from an AV company, understand common terminology, and effectively communicate needs to a technical team • Assignment ○ The instructor will provide a sample audiovisual quote for a breakout room. Students will write a 1-page analysis where they define key terms from the quote (e.g., "fast-fold screen," "pipe and drape," "lavalier microphone") and explain the function of each piece of equipment (grade).

Week 11	Date	• The Hybrid Event Challenge ○ Defining hybrid event models ○ Technology required to bridge the in-person and virtual audiences ○ Creating an equitable experience for all attendees • Assignment ○ Students will write a 2-page paper detailing their strategy to "bridge the gap" between the in-person and virtual audiences at their mock event. They must propose specific technology and moderation techniques to ensure both audiences can interact with each other and the content in an equitable manner (grade).
Week 12	Date	• Post-Event: Data Analytics & Surveys ○ Measuring success with platform analytics (attendance, engagement metrics) ○ Using survey tools (SurveyMonkey, Typeform) for feedback ○ Demonstrating event value and ROI to stakeholders • Assignment ○ The instructor will provide a sample data set from a fictional event (including registration numbers, attendance rates, and engagement scores). Students will analyze this data and write a 1-page report for a stakeholder, highlighting three key successes and one area for improvement, and calculating a basic ROI based on the provided numbers (graded).
Final Week	Date	• Final Exam ○ Multiple choice exam

Instructor Resources:

OER Textbook/Free Online Books in Kingsborough Library:

- Mazza, B. (2024). Event Communication: Theory and Methods for Event Management and Tourism (1st ed.). Goodfellow Publishers, Limited.
<https://doi.org/10.23912/9781915097538-5667>
- Virtual Events Management: Theory and Methods for Event Management and Tourism, edited by Tim Brown, and Claire Drakeley, Goodfellow Publishers,

- Limited, 2023. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=30663262>.
- Event Project Management: Principles, Technology and Innovation, edited by Mohamed Salama, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6465085>.
 - Free Technology: Zoom (CUNY License), EventBrite, Cvent (Demo), Asana, Trello, Monday.com.

Additional information about Assignments, Midterm and Final

- Assignments can range from professional proposal (2-3 pages with cited sources), responses to short scenarios within the field with a 500-word minimum, or application of theory to real-world scenarios (1 page with cited sources).
- The Midterm can be a multiple-choice exam or a detailed sales scenario. Students will be given a new, detailed event scenario (e.g., "a 200-person corporate product launch"). They will be required to write a 3-4 page proposal recommending a specific technology solution for project management, registration, and a mobile app, with clear justifications for each choice.
- The Final exam can be multiple choice, or students will compile their semester-long project assignments into a single, professional portfolio. They will write a 2-page executive summary that presents their complete "tech stack" and explains how each component works together to achieve the event's goals. They will also create a final budget for all proposed technologies.