

# **PBM 201: Technology in Event Management**

[CRN  
43624]

Instructor: Arland Love

[lovea@linnbenton.edu](mailto:lovea@linnbenton.edu), (719) 733-3193

Office hours: Thursdays 1:30pm - 2:30pm (also available by appointment)

Office: MKH 208

Meeting time(s): **Tuesday & Thursday 11:30am - 12:50pm**

Location: **MKH 107** (Note: see schedule for alternate locations)

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## **Description**

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This course surveys the technology used for managing events of varying sizes. Students will become familiar with terminology, basic operation and safe use of technology such as audio, lighting and media. Emphasis will be on communicating with professional technicians, troubleshooting, and composure and professionalism under changing conditions. Co-requisite: PBM 202

## **Required Materials**

- Note taking device(s): pencil/pen and paper, tablet, laptop, etc.

## **Student Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Operate basic audiovisual, sound, and lighting equipment used in events.
- Communicate effectively and professionally with technicians using industry

vocabulary.

- Troubleshoot equipment under changing conditions and time pressure.
- Demonstrate safe use of equipment in a theater, stadium, or other multimedia setting.

### **Guidelines for communication**

Email is the best way to reach me quickly. I will gladly meet with you face to face by appointment.

### **Assignments**

1) Space Observations: 3 total ~500 words each, covering 3 spaces on campus; First Space Observation: Gymnasium in the Athletics building. Second Space Observation: Baseball field. Third Space Observation: A space of your choice on campus at LBCC. Imagine any type event in these spaces, e.g. a Town Hall meeting, a Circus, recording a music video or a sporting event, then detail your event description, possible challenges you foresee and ways you might solve those challenges. Note: The third space can be a traditional or non-traditional space for an event.

- First Observation due Thursday of week 3, before 4:00pm.
- Second Observation due Thursday of week 6, before 4:00pm.
- Third Observation due Thursday of week 9, before 4:00pm.

2) Between Week 4 and 6 of class, attend one event or athletic practice or game in the Gymnasium at LBCC. Pay attention to what technology the event has and how it is being used. Provide proof of your attendance e.g. ticket stub, a selfie with the event in the background, or a signed note from event staff with their name and contact listed. The note must include your name, the event you attended and the date. Take notes on anything that stands out, good or bad and how it affected the event. Notes will be turned in to me with your proof of attendance by Thursday, 5/9/19 before 4:00pm.

- Extra credit: volunteer with Athletics to setup tech for an event or game in an Athletics space.
- Contact Mike Takamori in Athletics to volunteer [takamom@linnbenton.edu](mailto:takamom@linnbenton.edu)

3) Working in teams and using your Space Observations, you will design, create and submit a form 'template' to be used in planning and managing the technological aspects of athletic events for one location on campus at LBCC.

4) Professionalism / Participation: a qualitative measure of engagement in the class and how you maintain professionalism with the various technicians, clients and peers we interact with this term.

5) Final: Group project. You will be provided with Light, Sound and A/V equipment to set up in a space (TBA). Diagrams will be provided for the general layout of the space. You will work as a 'Production Team' in facilitating the event's technological needs and requests.

### **Late Assignment Policy**

Please inform me of a possible late assignment, BEFORE it is due. Late assignments will only be accepted with prior arrangements and on a case by case basis.

### **Grading**

- 45% - Space Observations (15% each)
- 15% - Professionalism/Participation
- 15% - Form template creation & teamwork
- 10% - Attending an event
- 15% - Final Presentation

### **Final Grade Calculation:**

- A = 90-100% Excellent Work
- B = 80-89% Good Work
- C = 70-79% Average Work
- D = 60-69% Poor Work
- F = 0-59% Failing Work

## **College Policies**

### **LBCC Email and Course Communications**

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

### **SPECIAL ACCOMMODATIONS**

You should meet with your instructor during the first week of class if: You have a documented disability and need accommodations, Your instructor needs to know medical information about you, or You need special arrangements in the event of an emergency. If you have not accessed services and think you may need them, please contact the LBCC Center for Accessibility Resources office at 541-917-4789.

### **LBCC COMPREHENSIVE STATEMENT OF NONDISCRIMINATION**

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any

other status protected under applicable federal, state, or local laws.

(For further information  
<http://po.linnbenton.edu/BPsandARs/>)

### **Statement of Inclusion**

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in

an ever-changing community and diverse workforce.

## **Title IX Reporting Policy**

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](#) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

## **Campus Police/Emergency Resources**

You may review emergency services and resources at the LBCC [Public Safety website](#). Campus Safety can be reached using the 'Code 2' button on any campus phone or by dialing x411 on campus or (541) 917-4440 off campus. Dial 911 for off campus emergencies.

Public Safety link for printed syllabus:

<https://www.linnbenton.edu/future-students/stuff-parents-want-to-know/public-safety>

## **Tips for Success in This Class**

Ask questions, take notes on things you want to know more about and ask more questions.

## **Changes to the Syllabus**

I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a Moodle Announcement, or through LBCC e-mail.

## **Schedule, in brief:**

Week 1:

April 2 Location: MKH 107

- Introductions
- Topic: What, When and Why of Technology in Event Management.

April 4 Location:  
MKH 107

- Topic: Terminology and Signal Path in different types of technology.

Week 2:

April 9 Location:  
MKH 107

- Topic: Signal Path cont'd, knowing the capabilities of your equipment and how to discuss them in industry terms.
- How Audio, Lighting and Media differ and how they are similar.
- Lighting observation.

April 11 Location:  
MKH 107

- Topic: Pre-production practices, forms and terminology. How to: decode what an estimate might say, ensure you are getting what you need and know where to go to get it.

Week 3:

April 16 Location: MKH 107

- Topic: Professionalism and composure in Event Management. When to ask for assistance vs. delegate.
- Sound observation.

April 18 Location:

MKH 107

- Topic: Importance of mental wellness and balance.
- First Space Observation Due.
  - Discuss Observations.

Week 4:

April 23 Location:

MKH 107

- Topic: Templates of recurring forms, how automating forms can be beneficial.

April 25

Location: TBA

- Topic: Site Survey for Athletics Event Management template.
- Media Observation / discussion

Week 5:

April 30 Location:

MKH 107

- Topic: Study examples of improper uses of Audio technology and discuss what, why and how to avoid this.

May 2 Location:

MKH 107

- Topic: Study examples of proper uses of Audio technology, how to ensure you get what you need out of your equipment.

Week 6:

May 7 Location:

MKH 107

- Topic: Study examples of improper uses of Lighting technology and discuss what, why and how to avoid this.

May 9 Location:

MKH 107

- Topic: Study examples of proper uses of Lighting technology, how to ensure you get what you need out of your equipment.
- Second Space Observation due.

Week 7:

May 14 Location:

MKH 107

- Topic: Study examples of improper uses of Media technology and discuss what, why and how to avoid this.

May 16 Location:

MKH 107

- Topic: Study examples of proper uses of Media technology, how to ensure you get what you need out of your equipment.

Week 8:

May 21

Location: TBA

- Hands on troubleshooting of Audio, Lighting and/or Media system(s).
- Groups of 3 or more recommended.

May 23 Location:

MKH 107

- Topic: TBD

Week 9:

May 28 Location: MKH 107

- Topic: TBD

May 30 Location: MKH 107

- Topic: TBD

Week 10:

June 4 Location: MKH 107

- Topic: Recap and review

June 6 Location: MKH 107

- Recap and Prep for Final

Final: June 11, 12:30pm - 2:20pm MKH 107