



**Professors**

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Course Schedule

| Date             |    | Topic   | Resources         |
|------------------|----|---|-------------------|
| 2022<br>Week of: |    | Classes Start: Wednesday, September 7<br>STAT Friday, September 30<br>STAT Monday, October 10<br>STAT Friday, November 11<br>Last day of regularly scheduled Classes: Tuesday, December 6                             |                   |
| Sept             | 13 | Overview of Events, Components of Events; Events as Service<br>Formation of Teams; Discussion of Seminars & Event Plans   | Week 1 PowerPoint |
|                  | 20 | Creating an Event & Idea Generation<br>Project Management & Flash Reports<br><b>Team Assignment #1 due; Start Team Assignment #2</b>  | Week 2 PowerPoint |
|                  | 27 | <b>Team Seminar #1 – Event Creation &amp; Idea Generation</b><br>Events Minds Eye Modelling & Event Scripting<br>Customer Profiling, Persona Model, Positioning of Event<br><b>Team Assignment #2 Project Charter</b> | Week 3 PowerPoint |
| Oct              | 4  | <b>Team Seminar #2 –</b>  |                   |



