EQN*2080 - Equine Event Management
Fall 2023 Course Outline
Section: 01
Credits: 1.00

Calendar Description

This course will introduce skills required to organize equine events, such as horse shows, clinics and conferences. Major topics include event planning, budgeting, promotions, sponsorship, managing event staff and volunteers, legacies and environmental impacts of events. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of an equine event.
Prerequisite(s): EQN*1010
Restriction(s): Registration in BBRM.EQM
Department(s): Department of Animal Biosciences

Lecture Schedule

TuTh 8:30am-9:50am in ANNU*306 (9/7 to 12/15)

Lab Schedule

Day	Time	Location
Monday	8:30-10:20	ANNU 030

Instructor Information

Dr. Katrina Merkies
Email: kmerkies@uoguelph.ca
Office: ANNU 249
Fall 2023 Office Hours:
by chance or appointment
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GTA
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Textbooks

Group	Title	Author	ISBN
Recommended	Equestrian Canada Competition Organizer resources		https://www.equestrian.ca/programs-services/competition-organizers
Recommended	Equestrian Canada Rulebooks		https://www.equestrian.ca/programs-services/rules
Recommended	FEI rulebook		https://www.fei.org/

Learning Resources

Course Resources

All course material and grades available on Courselink. Information from past events are available for students to consult.

Information relevant to equine courses is available on the **University of Guelph LibGuides (https://guides.lib.uoguelph.ca/sb.php?subject_id=46243)**

Campus Resources

If you are concerned about any aspect of your academic program: Make an appointment with a **Program Counsellor (https://www.uoguelph.ca/uaic/programcounsellors/)** in your degree program. If you are struggling to succeed academically: There are numerous academic resources offered by the **Learning Commons (https://www.lib.uoguelph.ca/using-library/spaces/learning-commons/)** including, Supported Learning Groups for a variety of courses, workshops related to time management, taking multiple choice exams, and general study skills.

Course Learning Outcomes

1. Develop a long-term and short-term plan for staging an equine event
2. Know duties and responsibilities of event staff
3. Develop a financial plan for a successful event
4. Be involved in decision-making at management level and deal with organizational problems in a professional manner
5. Identify health and safety risks to attending horse and human competitors and public
6. Be aware of and minimize environmental effects
7. Develop a marketing plan and coordinate media relations for an equestrian event
8. Communicate with sponsors, competitors, judges, press and public
9. Utilize project management software

Additional Information

Lectures will take the form of open discussions aided by viewing videos of various events. Students are expected to participate in the discussion topics and take notes to apply to their own event planning. Lecture notes or presentation slides will not be supplied. Note that the lab time is dedicated to group work for planning for your event. All information relevant to your event planning will be stored and communicated on Microsoft Teams.

All students are expected to attend both the BBRM Stables Open House on Sunday November 12, and all virtual sessions of the Equine Industry Symposium on November 21-23.

Weekly Lecture and Lab Content

Sep 7 - no lecture this week. Students required to watch **Atlassian Effective Meetings (https://www.youtube.com/watch/?v=-Tp6tJGypfw&list=PLaD4FvsFdarS4axXU80htxCwkF7Z_3ZXg&index=2)** videos (7 videos, 30min total) in preparation for Monday lab

Week 1

- LAB: Introduction to course and assignments. Event review and assigning of teams.
  Running effective meetings, chairing, preparing agendas, minutes. First event team meetings – schedule chairs and secretaries for all meetings.
- LEC1: Introduction to organizing and planning an event, PAPER Test
- LEC2: Project management planning (software)

Week 2

- LAB: Event team meetings –Develop a timeline of tasks to be done and resources needed to complete them. Complete team contract
- LEC1: Event marketing and communications. Press releases
- LEC2: Profile of an event manager. Personnel and responsibilities of event staff and officials

Week 3

- LAB: Event team meetings
- LEC1: Event bids
- LEC2: Site selection, equipment, date selection, scheduling of classes

Week 4

- LAB: Event team meetings
- LEC1: Financial planning
- LEC2: Sponsorship – how to attract and promote event sponsors

Week 5

- LAB: *No lab this week (Fall Break).*
- LEC1: *No Tuesday lecture this week (Fall Break)*
- LEC2: Customer experience: Hospitality, VIPs, ceremonies, entertainment, signage, programs

Week 6

- LAB: Event team meetings
- LEC1: Prize lists, entry forms, awards, trophies
- LEC2: Preparing leaders, spokespeople, and MCs. Managing volunteers

Week 7

- LAB: Event team meetings; check in on team contracts
- LEC1: Vendors, exhibitors, technical requirements, rental contracts
- LEC2: EC, FEI rules, forms, permits

Week 8

- LAB: Event team meetings
- LEC1: Risk assessment, traffic control
- LEC2: Biosecurity, emergency action plans

Week 9

- LAB: Event team meetings
- LEC1: Post-event evaluation
- LEC2: Event legacies

Week 10

- LAB: Event team meetings
- LEC1: Environmental impact, greening events
- LEC2: Engaging the community, gatekeepers, stakeholder

Week 11

- LAB: Event team meetings
- LEC1: *No lectures this week in lieu of the EIS. All students expected to attend all sessions*
- LEC2: *No lectures this week in lieu of the EIS. All students expected to attend all sessions*

Week 12

- LAB: Event team meetings
- LEC1: EIS cross functional debrief
- LEC2: Tourism – the event as a destination attraction (*Note Tuesday schedule*)
- LAB: Event team meetings, wrap up and report writing (*Note Monday schedule*)

Assessment Breakdown

Description	Weighting (%)	Due Date
Event Team contract (group mark)	3%	Sep 18
Event Team meeting agendas (group mark)	5%	Fridays

Event Team meeting minutes (group mark)	10%	Mondays
Event Team individual and peer assessment	5%	Dec 10
Event Team final report (group mark)	15%	Dec 10
Event Coordinator Presentation	10%	Assigned week
Event analysis	15%	Dec 1
EIS self-reflection	10%	Dec 1
Participation	27%	All semester

Assessment details

A reminder that this is a 1.0 credit course, which means that it counts for double on your transcript. You are expected to put in a minimum of 10-15 hours/week effort outside of class time.

There are five main assignments that will contribute to your final mark in this course (note there is no final exam).

Details for all assignments are available on Courselink. Also be sure to review the grading rubrics for specific assessments.

Course Grading Policies

Submission of Assignments

Assignments should be submitted electronically via the online Dropbox tool on Courselink or on Microsoft Teams. When submitting your assignments using the Dropbox tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all your assignments in the event that they are lost in transition. To avoid any last-minute computer problems, your instructor strongly recommends you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that technical difficulty is not an excuse not to turn in your assignment on time. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or **Student Support (https://support.opened.uoguelph.ca/students/supported-technologies/)**.

Late Assignment

Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment [see Academic Consideration]. It is the student's responsibility to obtain notes/ learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

Course Policy on Group Work

Assignments are expected to be individual work unless otherwise noted and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible

Course Standard Statements

Course Technology Requirements

This course will use a variety of technologies including but not limited to:

- CourseLink (main classroom)
- Zoom
- Microsoft Teams (for event sub-committees)

CourseLink System Requirements

This course is being offered using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards.

http://www.uoguelph.ca/web/privacy/

https://www.d2l.com/legal/privacy/

https://www.d2l.com/accessibility/standards/

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the **browser check tool (https://courselink.uoguelph.ca/d2l/systemCheck/)** to ensure your browser settings are compatible and up to date.

You should also check your internet speed. The recommended minimum speed for effective video-based learning and activities is 50 Mbps download and 10 Mbps upload (Mbps = megabits per second). Go to **https://www.speedtest.net/** to test your connection speed.

Teams (via Office 365)

Office 365 Teams is a collaboration service that provides shared conversation spaces to help teams coordinate and communicate information. This course will use Teams for managing information related to your event sub-committees. It is recommended that you use the desktop version of Teams. As a student you are responsible for learning how to use Teams and its features. For Teams Support click **here (https://www.uoguelph.ca/ccs/services/office365/teams/)**.

Zoom

Zoom will be used as part of our Equine Industry Symposium. Ensure your system meets the requirements by checking **here (https://opened.uoguelph.ca/student-resources/system-and-software-requirements/)**.

Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

Email: courselink@uoguelph.ca

Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Experiential Learning Component

Experiential Learning (EL) at the University of Guelph means learning through action. EL activities provide students with the opportunity to apply course material to real-world, meaningful contexts.

This course has integrated the following Experiential Learning Components: Course-Integrated Learning (https://www.uoguelph.ca/experientiallearning/students/search-experiential-learning-opportunities/curricular-and-course-based-opportunities-0/).

Upon successful completion, this experiential learning course will be reflected on the student's Professional and Career Development Record (PCDR). Learn about the PCDR and experiential learning at www.uoguelph.ca/pcdr (https://www.uoguelph.ca/experientiallearning/pcdr/).

Standard Statements for Undergraduate Courses

Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy (https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-misconduct/) is outlined in the Undergraduate Calendar.

Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability. Use of the SAS Exam Centre requires students to make a booking at least 10 days in advance, and no later than the first business day in November, March or July as appropriate for the semester. Similarly, new or changed accommodations for online quizzes, tests and exams must be approved at least a week ahead of time. For students at the Guelph campus, information can be found on the SAS website. (https://www.uoguelph.ca/sas/)

Accommodation of Religious Obligations

If you are unable to meet an in-course requirement due to religious obligations, please email the course instructor within two weeks of the start of the semester to make alternate arrangements.

See the Academic calendar for information on regulations and procedures for Academic Accommodations of Religious Obligations (https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-accommodation-religious-obligations/).

Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all undergraduate students except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in the Undergraduate Calendar - Dropping Courses (https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/dropping-courses/).

Email Communication

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the University and its students.

Health and Wellbeing

The University of Guelph provides a wide range of health and wellbeing services at the Vaccarino Centre for Student Wellness (https://wellness.uoguelph.ca/). If you are concerned about your mental health and not sure where to start, connect with a Student Wellness Navigator (https://wellness.uoguelph.ca/navigators/) who can help develop a plan to manage and support your mental health or check out our mental wellbeing resources (https://wellness.uoguelph.ca/shine-this-year/). The Student Wellness team are here to help and welcome the opportunity to connect with you.

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment).

Recording of Materials

Presentations that are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Resources

The Academic Calendars (http://www.uoguelph.ca/registrar/calendars/?index) are the source of information about the University of Guelph's procedures, policies and regulations which apply to undergraduate, graduate and diploma programs.

When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. See the Undergraduate Calendar for information on regulations and procedures for Academic Consideration. (https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-consideration-appeals-petitions/)