

HMG 407 Spring 2021
Event Evaluation (30 Points)

For this assignment, you need to:

Find three large events (defined by expected attendance of more than 700 attendees) at either the state, regional, or national level, meaning you can't use school or church events.

For each event, explain how they responded to COVID-19 and the associated government regulations and policies related to social distancing, mask requirements, etc. Discuss what actions they took (e.g., how did they communicate to their stakeholders? When did they communicate? What media did they utilize? What policies were put in place?).

Find similarities and differences among these events in dealing with COVID-19. Do you see any patterns? Can you identify any shared issues they faced?

Based on these comparisons, discuss at least three lessons learned for post COVID-19 event planning and management. Be specific. The length will be 7-8 pages, 2 spaces.

Your submission needs to be structured by sections below. Do not write an essay without section markers. Failure to indicate section markers will result in up to a 5-point reduction.

Introduction (1 page) (3 points)

Describe the events (e.g., where, when, goals). This section provides a context for your evaluation and must include detailed information regarding the events.

Event Response to COVID-19 (2 pages) (8 points)

For each event, explain how they responded to COVID-19 and the associated government regulations and policies related to social distancing. Discuss what actions they took (e.g., how did they communicate to their stakeholders? When did they communicate? What media did they utilize? What policies were put in place? Be specific.

Analysis (2 pages) (9 points)

Find similarities and differences among these events in dealing with COVID-19. Do you see any patterns? Can you identify any shared issues they faced?

Lessons learned (1 page) (8 points)

Based on these comparisons, discuss at least three lessons learned for event planning and management. Be specific.

Appendixes (2 points)

In this section, attach all documentation that shows: Any charts, press releases, and other documentation from your chosen events that document their responses.

Make sure your submission is free of typos and grammatical mistakes. An overly sloppy submission will result in a 10-point reduction. One event can be evaluated by multiple students. Feel free to share the events with your classmates. Please write succinctly (but provide details). **Due: 04/12 at 11:50 pm** Electronic submission.

HMG 407 Fall 2020

Event Evaluation Rubric

	Excellent 90 - 100%	Good 80 – 89%	Average 70 -79%	Poor 60 – 69%	Failed below 60%
Grading Summary	Fabulous. You clearly read all course materials and applied them to analyze your event systematically.	Good job analyzing your events, but I can't clearly see how you used class materials to evaluate your events.	It's a decent analysis. I do not see that our class materials were used to guide your analysis. It's a generic analysis.	I do not think you based your analysis on our course materials. It's substantively lacking.	Either you did not read the instruction, or you did not understand it. It's a throwaway submission.
Introduction 3 points	Very detailed information on the event.	Detailed information on the event.	Somewhat detailed.	Lack of detailed information.	Very lacking in any information.
Event response 8 points	Provided very detailed event responses with examples. Substantiated the argument with clear and strong supporting data (quotes, tables, etc.). Overall assessment is based on data.	Provided detailed event responses with examples. Substantiated the argument with supporting data (quotes, tables, etc.). Overall assessment is based on data but not thoroughly explained.	Provided some details of event responses without examples. Lack of supporting data (quotes, tables, etc.). Overall assessment is not supported by data.	Provided generic detail event responses without examples. Argument is not supported by data (quotes, tables, etc.). Overall assessment is not supported by data.	Provided generic detail event responses without examples. Opinion based without any data. Very basic. Lacking in effort and subtlety.
Analysis 9 points	High-level analysis utilizing course materials.	High-level analysis but without direct utilization of course materials.	Generic analysis without utilizing course materials.	Shallow analysis without utilizing course materials.	Lacking in aforesaid criteria.
Lessons Learned 8 points	Discussed at least three deep, reflective lessons learned.	Discussed three deep reflective lessons learned.	Discussed two generic lessons learned.	Discussed fewer than two generic lessons learned.	Lacking in aforesaid criteria.
Appendix 2 points	All documentations. Grammar, overall presentation				