

AOHT Event Planning

Learning Objectives Eligible for Assessment on NAFTrack Certification End-of-Course Examination

Industry stakeholders and NAF educators reviewed this course to identify the 16 learning objectives that represent the most important content for students to master. The NAFTrack Certification end-of-course exam is based on these 16 key learning objectives. Some teachers find it necessary to make course modifications to meet local requirements or the needs of particular student populations. If you choose to modify this course, make sure you still cover the NAF content for these 16 learning objectives.

Unit Name	Unit #	Lesson #	Learning Objective	Description
Getting Started	1	1	1	Identify the elements that all types of events have in common
	1	2	4	Display understanding of the social, economic, and environmental attributes that make an event sustainable
Professional Event Planning	2	3	1	Identify key components of event venues
	2	3	5	Demonstrate understanding of how a theme affects an event plan
	2	4	8	Display understanding of key concepts in event budgeting
	2	4	9	Display understanding of how the contract bidding process works
	2	5	12	Compare marketing and promotion channels for events
	2	5	13	Demonstrate understanding of the importance of social media in promoting and marketing an event
Entertainment Event Planning	3	7	1	Identify the main types of entertainment events
	3	8	5	Identify the kinds of facilities, basic requirements, and expectations for entertainment venues
	3	8	8	Describe the unique personnel and audience management challenges for entertainment venues
Sports Event Planning	4	10	2	Evaluate the role of sports in society
	4	11	5	List the tasks involved in managing a sports event
	4	12	8	Identify the steps involved in marketing a sports event
	4	12	11	Evaluate the effects of sponsorship and present-day media coverage on sports

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Event Evaluation, Industry Careers, and Course Closure	5	14	4	List the types of jobs that are available in the event planning industry