



CLASS NUMBER AND NAME:	HMN110 – CONVENTION MANAGEMENT
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	NONE
TEXTS AND MATERIALS:	<i>Convention Management and Service, American Hotel and Lodging Association, Eighth Edition (ISBN – 978-0-86612-356-3)</i>
CLASS DESCRIPTION:	This course takes an in depth look at the nature and scope of today’s meetings and conventions market. The student will learn how the hospitality industry is responding to the increasing demands of this market. Also covered are how selling to and servicing the conventions and meetings market offers the opportunity for graduates to experience what meeting planners look for in a site, and how properties can increase their market share of the convention, meeting and trade show business. Upon successful completion of the final exam, students will receive a certificate from the American Hotel and Lodging Association.
CLASS OBJECTIVES:	Students will learn about the conventions, trade show and meetings industry and how to develop a marketing plan. This class will also provide the student with an understanding of what is needed to sell to the association, corporate and SMERF meeting markets. We will provide the student with information regarding negotiations, contracts, set-ups, audiovisual requirements, admissions, guestrooms and food and beverage requirements for this industry.
CLASS FORMAT OVERVIEW:	This class is a combination of lecture and student participation.
REQUIREMENTS:	Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.
METHOD OF INSTRUCTION:	Each topic will be discussed thoroughly and will be supplemented with written materials. Class work, homework and site inspections will give the student experiential opportunities.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

80% attendance is mandatory

90% or above is mandatory for those who are in a full program and qualify for the internship

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

A final exam will be given during the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class. Students who pass the Final Exam with a 70% or higher will earn a certificate from the American Hotel and Lodging Association – Educational Institute. Exam retakes are allowed following the policies set forth by the American Hotel and Lodging Association – Educational Institute. The policy for exam retakes are:

- ❑ Students who score less than 70% on the Final Exam may retake the exam once at no additional charge. Further retakes are available at a charge of \$35.00 payable to the American Hotel and Lodging Association
- ❑ Students must schedule a retake date with the instructor within two weeks of receiving the review for the retake.
- ❑ Students must retake the exam on the scheduled date and time.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES:

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

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|---------------------------------|-----|
| 1. Exam | 30% |
| 2. Assignments | 50% |
| 3. Attendance and participation | 20% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING
OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of the conventions, trade shows and meetings industries.
2. Demonstrate an understanding of developing a marketing plan.
3. Demonstrate an understanding of internal marketing and sales.
4. Demonstrate an understanding of selling to the association, corporate meetings and SMERF markets.
5. Demonstrate an understanding of negotiations and contracts.
6. Demonstrate an understanding of servicing a convention including guestrooms, preparing for the event, set-ups, food and beverage, audiovisual requirements and admissions.
7. Demonstrate an understanding of exhibits and trade shows.

Time spent in preparation for or reflections on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the delivery of the material and ¼ hour outside of class for each hour of structured lab time.

Tourism, Hospitality and Wine

Convention Management and Service class schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	1,2,3,4	www.conventionindustry.org/glossary www.ises.com www.iacconline.com www.fairmonthotels.com www.strglobal.com www.krisam.com www.dgoinc.com www.ideas.com	Analyze a marketing plan: page 54 Convention Sales Selling the Association Mkt : page 143 Chapters & Internet sites	Review Questions Reading Chapter reviews: 1,2,3,4
Two	5,6,7,8	www.helmsbrisco.com www.conventionplanet.com www.elitemeetings.com www.knowlandgroup.com www.marriott.com/incentives/travel.mi www.destinationmarketing.org www.mandalaybay.com	Selling the Corp. Mkt Advice from Seasoned Hospitality Pro's page 225 Advertising to the Meeting Planner: page 262, 285 Chapters & Internet sites	Reading Chapter reviews: 5,6,7,8
Three	9,10,11,12	www.peabodymemphis.com www.acomonline.org www.passkey.com www.pcma.org http://www.paradisebymarriott.com/Other/vtk/gcmgc/group/index.html	Negotiations and Contracts: page 302, 304 Service Function: page 338 Guestrooms: page 364 Chapters & Internet sites	Reading Chapter reviews: 9,10,11,12
Four	13,14,	www.experient_inc.com www.gettips.com www.foodnet.com	Function Rooms & Set ups: page 447 Food & Beverage: page 461 Admission Systems Chapters & Internet sites	Reading Chapter reviews: 13,14
Five	15,16	www.avwtelav.com www.janusdisplays.com	Site inspections	Reading Chapter reviews: 15,16
Six	17,18		Exhibits and Trade Shows: page 577 Convention Billing & Post-convention Review	

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly.