



CLASS NUMBER AND NAME:	<b>HMN110 – CONVENTION MANAGEMENT</b>
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	Concurrent with HMN115/135
TEXTS AND MATERIALS:	<i>Meetings, Expositions, Events &amp; Conventions</i> , 4 <sup>th</sup> Edition, George G. Fenich, Prentice Hall, 2016, ISBN: 9780133775426
CLASS DESCRIPTION:	This course takes an in depth look at the nature and scope of today's meetings and conventions market, MEEC or MEECE. The student will learn how the hospitality industry is responding to the increasing demands of this market. This market is highly competitive, but internationally growing, and very profitable for all sizes of venues. Considered part of the business travel market, MEEC is a billions of dollars driver in international economic development. KSA's to be successful in analysis, production, and planning for meeting, events, and conventions are discussed and practiced.
CLASS OBJECTIVES:	Students will learn about the conventions, expositions, meetings, and event industry and how to develop a strategic plan. This class will also provide the student with an understanding of what is needed to market to the association, corporate, and SMERF meeting markets. We will provide the student with information regarding negotiations, contracts, set-ups, audiovisual requirements, admissions, guestrooms, food and beverage requirements, risk, marketing, and other considerations 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 online investigation will provide opportunities to apply concepts to actual MEEC segments.

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.

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:

- |                                 |     |
|---------------------------------|-----|
| 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, expositions, meetings, and events industry.
2. Demonstrate an understanding of developing a strategic 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, planning, set-ups, food and beverage, production, and post event analysis.
7. Demonstrate an understanding of exhibits, , trade shows, and events..

## Convention Management Class Schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	Chapter 1	<a href="http://www.conventionindustry.org/glossary">www.conventionindustry.org/glossary</a> <a href="http://www.ileahub.com/ilea-landing">http://www.ileahub.com/ilea-landing</a> <a href="https://destinationsinternational.org/">https://destinationsinternational.org/</a> <a href="http://mpiweb.org">http://mpiweb.org</a> <a href="http://www.pcma.org">www.pcma.org</a> <a href="https://www.allianceservicenetwork.com/">https://www.allianceservicenetwork.com/</a> <a href="https://www.asaecenter.org">https://www.asaecenter.org</a> <a href="http://www.cmaa.org">http://www.cmaa.org</a> <a href="http://www.hcea.org">http://www.hcea.org</a> <a href="http://www.ifea.com">http://www.ifea.com</a> <a href="http://www.nace.net">http://www.nace.net</a> <a href="http://www.iaee.com">http://www.iaee.com</a> <a href="http://www.espaonline.org/peopleonthemove.html">http://www.espaonline.org/peopleonthemove.html</a> <a href="https://www.esca.org/public/Industry%20Partners">https://www.esca.org/public/Industry%20Partners</a> <a href="http://www.edpa.com">http://www.edpa.com</a> <a href="http://www.iavm.org">http://www.iavm.org</a> <a href="http://www.siso.org">http://www.siso.org</a>	The MEEC industry	<p>Review internet links for class discussion. List the titles of the organizations and their mission statements in writing and bring to class.</p> <p>Write out answers to End of Chapter Review Questions – do this for each chapter, bring a copy to class to turn in and retain one copy for class discussion/study.</p>
Two	Read Chapter 2 & 6	<a href="http://www.elitemeetings.com">www.elitemeetings.com</a> <a href="http://www.knowlandgroup.com">www.knowlandgroup.com</a> <a href="http://www.cvent.com/en/event-management-software/passkey.shtml">http://www.cvent.com/en/event-management-software/passkey.shtml</a> <a href="http://www.conventionplanet.com">www.conventionplanet.com</a> <a href="http://www.iacconline.com">www.iacconline.com</a> <a href="http://www.strglobal.com">www.strglobal.com</a> <a href="http://www.ideas.com">www.ideas.com</a> <a href="http://www.janusdisplays.com">www.janusdisplays.com</a> <a href="http://www.americanpyro.com">www.americanpyro.com</a> <a href="http://www.dudmc.com/">http://www.dudmc.com/</a> <a href="http://www.restaurant.org">http://www.restaurant.org</a> <a href="http://www.nsaspeaker.org">http://www.nsaspeaker.org</a>	Services to the industry	Chapter review questions
Three	Chapter 3 Chapter 7	Look up websites for 5 DMO's in class	Destination Marketing Organizations, Destination Marketing Companies	Chapter Review Questions, see internet section
Four	Chapter 4	Venues	Meetings and Convention	<p>Chapter Review Questions.</p> <p>Using the previous internet sites, find 6 venues for an event, meeting, conference etc. assigned in class</p>
Five	Read Chapter 5	Exhibitions	Challenges in segment; planning, execution, marketing	Chapter Review Questions
Six	Chapter 8	Special Events Management	Planning and Execution, Budgets	Chapter Review Questions Take Home Exam

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.