

CLASS NUMBER AND NAME:

**HMN115 – MEETING PLANNING**

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

Concurrent with HMN110

TEXTS AND MATERIALS:

*Meetings, Expositions, Events & Conventions*, 4<sup>th</sup> Edition, George G. Fenich, Prentice Hall, 2016, ISBN: 9780133775426

Additional materials provided by instructor

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. This class stresses associations and other events, rather local or international, and the planning and marketing considerations for these. Meetings of all sizes and venues will be discussed, planned, and analyzed.

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. Complete all assignments with at least 60% accuracy.

**GRADING POLICIES:**

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 exhibitions, trade shows, and events.
8. Demonstrate a working knowledge of the vocabulary of the MEEC industry.
9. Analyze and plan events of all sizes, demonstrating basic concepts of planning, marketing, execution, and analysis of events locally and other venues.

## Convention Management Class Schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	Chapter 1  Read Chapter 9	<a href="http://www.conventionindustry.org/glossary">www.conventionindustry.org/glossary</a> <a href="http://www.ileahub.com/ilealanding">http://www.ileahub.com/ilealanding</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>	<p>The MEEC industry</p> <p>Planning tools.</p> <p>SMART objectives and strategic plans.</p>	<p>Review internet links for class discussion; review chapter 1.</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> <p>Develop a planning checklist at home, bring two copies to class, one to keep and one for discussion in teams.</p>
Two	Chapter 10	<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.iacsonline.com">www.iacsonline.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>	<p>Food &amp; Beverage Options for MEEC.</p> <p>Off-premise and on-premise catering management.</p> <p>Cost Controls</p> <p>Liability Issues</p>	Chapter review questions
Three	Chapter 11	<a href="https://hospitalitylawyer.com">https://hospitalitylawyer.com</a>	Legal Issues in the MEEC industry	Chapter Review Questions
Four	Chapter 12 & 13	<a href="http://www.apexsolution.org">www.apexsolution.org</a> <a href="http://www.epa.gov">www.epa.gov</a> <a href="http://www.gmicglobal.org">www.gmicglobal.org</a> <a href="http://www.usgbc.org">www.usgbc.org</a> <a href="http://www.greenhotels.com">www.greenhotels.com</a>	<p>Technology and challenges at meetings/events</p> <p>Review Green Meetings Terminology and Resources</p>	<p>Chapter Review Questions.</p> <p>Research 3 articles (academic journals) about technology in hospitality or meetings and brings to class.</p>
Five	Chapter 14		International Aspects of the MEEC industry	Chapter Review Questions
Six	Review, Chapters 1-15	Special Events Management	Planning and Execution, Budgets	<p>Chapter Review Questions</p> <p>In class exam</p>

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.