



General Course Information

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Course Description

This course examines the sales, servicing, and management of the meetings, events, conventions, exhibitions, and trade show industries. Emphasis is placed on both the supply (product and service providers) and demand (meeting and convention managers) elements of the industry. Planning or hosting a convention or meeting for a corporation, association, or special group will be covered.

Course Learning Outcomes

Upon successful completion of the course, students will have obtained skills and knowledge to:

- Distinguish between the different types of meeting markets.
- Understand the scope of the convention, meetings, and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
- Understand the various types of meeting facilities.
- Understand major differences between corporate and association meetings.
- Identify resources available to meeting planners.
- Understand various types of sales and marketing communication in meeting industry.
- Synthesize information to assist in marketing and planning events.
- Understand the roles and relationships between the various departments in a convention hotel.
- Understand the purpose of negotiations between meeting planners and hospitality properties, and outline how to prepare for such negotiations.
- Identify the successful service to a meeting or convention group before, during, and after the meeting.

Course Resources

Required Text:

Convention Management and Service (9th Edition), James R. Abbey, the American Hotel & Lodging Educational Institute (AHLEI) 2016. **ISBN-13: 978-0-86612-508-6**; The 8th Edition will also work.

Course Assessment

Exams

There will be three exams in this course. Exams will be given on textbook chapters, reading assignments, class lectures and discussions, and guest speaker comments. See the exam dates below.

Wedding Site Analysis Project

As a team, students will be required to do a wedding site analysis. Event location and criteria will be assigned. Each group will then have to research that city, compare venues and make appropriate site recommendations for the event. Each group will present their findings and analysis at the end of the project. More details will be followed.

Peer Evaluation

Students will have an opportunity to evaluate the efforts of their team members at the end of the Wedding Site Analysis. Students will not receive a peer evaluation mark, *per se*. The peer evaluation percentage will be applied to the Wedding Site Analysis project mark. For example, a group receives 80 out of 100 for the final report and 40 out of 50 for the presentation, and a member receives 80% on the peer evaluation. The team member will receive 64 ($80 \times 80\%$) and 32 ($40 \times 80\%$) for final report and presentation, respectively. Thus, the final mark for each member of a team might differ depending on the peer evaluation percentage.

Peer evaluation form is provided only in the classroom. Students **MUST** be present in class to receive the form. No other forms or electronic submission are accepted. Not submitting the evaluation form means that your evaluation is not reflected on each group member's performance.

Cvent Certification

Each student is required to complete the Cvent Certification training by the designated date and obtain the student certification. The training module is provided by <http://www.cvent.com/en/university/> and the exam is followed by completion of the training module. A score of 60% or higher is required to pass the certification exam. You will receive a mark for this assignment based on what you earned on the certification exam. For example, if you received 80% on the exam, 24 ($30 \text{ marks} \times 80\%$) is your mark for this assignment. If you do not pass the certification exam, you still receive a mark based on the same marking rule. If you would like to get the certification, you get to take the exam once more. The student certification is valid for two years, and well recognized by the industry.

Nothing needs to be submitted for this task as the instructor will receive the exam results from Cvent directly.

AllSeated

Each student will set up an event using a meeting planning software 'AllSeated'. Everyone **MUST** attend the day of teleconference to learn the software (see the date on the class schedule below). If absent, you are responsible for information needed to complete the assignment. Students can use the free software from the website <http://www.allseated.com>. Make sure to use the university email address to create your account. More details for the assignment are provided in class.

Guest Speaker Reflections

Students are given time to write a reflection for each guest speaker. A handwritten note must be submitted with student's registered name and ID number before leaving the classroom on the day. Two or more guests will be invited in this course. Each reflection will be marked based on the quality of contents and relevant student opinion and learning provided (repeating what guest said is **NOT** counted for the reflection marks). Each reflection is only submitted using provided form which is provided only in the classroom on the day of each guest lecture. No other forms or electronic reflection are accepted. No make-up for any missed guest lecture.

Class Participation (CP)

Student participation is important in each class. Students are expected to attend **ALL** class throughout the semester prepared by reading textbook chapters and posing appropriate questions related to the subject matter

covered in class. Most importantly, during the group final project presentations from March 27- April 5, your participation in providing feedback and asking appropriate questions to the presenting teams are evaluated. Do not arrange traveling arrangement during these dates. No make-up for any missed participation marks.

A free Clicker-like tool, Socrative, is used for student participations. Socrative can be downloaded for laptop, tablet, and smartphone. Students will be given some exercise to use this tool at the beginning of the semester. Visit <https://www.socrative.com> to download the program or to use the program directly from the site. Additional information is provided for entering the teacher's page and for participating in the class.

	Weight	Tasks	Location	Due Date
Assessment 1:	35%	Three exams	<i>In class</i>	<i>Dates are indicated in the detailed course schedule at the last page of this document</i>
Assessment 2:	35%	Wedding Site Analysis Project	<i>In class & Online submission</i>	
Assessment 3:	15%	Meeting Planning Software	<i>In class & Online submission</i>	
Assessment 4:	5%	Cvent Certification	<i>Online Exam</i>	
Assessment 5:	5%	Class Participation & quiz	<i>In-class</i>	
Assessment 6:	5%	Guest speaker reflections	<i>In-class</i>	
Total	100%			

Grading Breakdown

A+	90-100%	A	85-89%	A-	80-84%
B+	77-79%	B	73-76%	B-	70-72%
C+	67-69%	C	63-66%	C-	60-62%
D+	57-59%	D	53-56%	D-	50-52%
F	0-49%				

Letter grades will be assigned based on the total points earned. More information on University Grading Policy, please see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Extra Credit Opportunity

Become an active member of a professional organization or attend professional event in the hotel and/or tourism industry this semester students can receive a **maximum** of 3% of what they earned in the course added to the final grade in this course (receiving full 3% is rare and would requires extraordinary efforts). Students earn this by submitting an Extra Credit form that can be found on the course website. Only one submission is allowed and marked based on the event, student's role, and the quality of critical thinking evident in the Extra Credit submission. Attending the *Job Expo and Alumni Association Career Networking Night* is great opportunity for earning the extra credit.

Course Policies

Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the instructor has the right *not to accept* assignments after the stated date due. All special requests pertaining to projects, evaluation and exams not addressed on the syllabus will be evaluated at the instructor's discretion. Early assignment submission is always encouraged.

Late assignments

Most of the assignments are due by **5:00 p.m.** on the due date.

Students are encouraged to submit their assignments earlier than the due date. Student still can submit an assignment even it's late to earn partial points.

Late assignments are marked with mark deductions.

- 10% deduction from your total earned points within the due date.
- For example, if the assignment is worth 50 points and due on 5p.m. Friday, and you submitted yours at 7p.m. that day. If you earned 40 out of 50 points, you will lose 4 points (40 earned points x 10%) off from what you earned. Thus, 36 points will be granted.
- An additional 10% deduction for each additional day the assignment is late. If the assignment is not received by end of **3rd day** from the deadline, a **zero point** for the assignment.

**** Important Note: Any assignment submitted online DURING the class time (11:30am – 12:50pm) will be penalized by a 10% deduction of the total earned from the assignment. In addition, the submission is considered as a late assignment and graded according to the late submission rule above.**

Make-Up Exam Policy

There is **NO make-up** for exams, quizzes, and in-class assignments. Taking a make-up exam or quiz is a privilege, not a right, and will be granted only in rare circumstances. You will **NOT able to** make up for any missing in-class activities.

Attendance/ Absence

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses. Following the course schedule as shown on the last page of this document, students are encouraged to manage their attendance and absence. With the no make-up course policy, any missed marks due to an absence will be granted. It is the students' responsibility to acquire any missed course materials due to an absence from follow classmates. Please do not ask the instructor for the missed materials, especially when the materials are found from the CourseLink and/or Course Outline.

Attitude/ Professionalism

The School of Hospitality, Food and Tourism Management views professionalism as an important part of leadership education. The course faculty is committed to helping students build and reinforce professional identity. Students in this course are expected to conduct themselves with the utmost honor and integrity, and behave as professionals (i.e., demonstrating respect for course faculty, peers and themselves; participating in all course activities with purpose and a positive attitude; and abiding by course policies).

When facing a frustrated and stressed situation, there is a professional and productive way to communicate with the course faculty. The course faculty tries to be open minded for students' opinion. There is no case with a proper and professional communication with the course faculty cannot be solved. Approaching the course faculty in a professional manner for a conversation with any issue arisen is strongly recommended. Any unprofessionalism and negative attitude exhibited by student will not make the situation any better nor utilizing student's efforts and faculty's resources effectively.

Following behaviors are **not** specifically permitted in this course, and students who are engaging these behaviors will be asked to leave the class.

- Use of cellular phones for non-course purposes (unless permitted by the faculty for class activities)
- Texting/web surfing
- Working on other courses' materials
- Sleeping, eating or drinking
- Other activities that are distracting
- Audio or video recording of any course activity (unless permitted by the faculty)

Communication

Students are expected to conduct communication, verbal, written, and electronic, in a professional manner. The course faculty will use mainly the university email and the CourseLink as the main communication tools. Students are strongly recommended to check the University email and visit the CourseLink regularly.

- All class materials including updated schedule, assignments, class notes, extra readings, etc. will be communicated on CourseLink.
- Personal issues related to the class should be discussed only through email or in instructor's office
- Be courteous for others when emailing or posting materials on CourseLink.
- The official language is English at the University of Guelph. English is spoken in the classroom at all time. Any chatting with classmates in a language other than English is not allowed in this course, and you will be asked to take the conversation outside of the classroom.

Email Etiquette

Students will practice proper email etiquette or "netiquette" when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication. Email use does not relieve students of the responsibility or confirming the communication with the instructor. A timely email response from the instructor should be expected, but the email response will be subject to her commitments beyond the classroom, such as research, scholarly activity and service.

- Properly address the recipient (i.g., Hi Dr. Jo, please do not begin your message with "hey" or "Miss").
- Indicate what class you are referring to and who you are (name, HTM2070).
- Write your message in full sentences. (Do Not Text, i.g., thnx, idk, etc.)
- End your email with your signature (i.g., John Smith, title, email address or phone number).
Students are highly recommended to have a signature line.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

****Please note:** Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are

in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website:

<https://www.uoguelph.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **Friday, March 9, 2018**.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/pdf/files/index.shtml>

Miscellaneous

Course Outline Updates Notice

The course outline presented here will be updated as needed during the semester. The course faculty reserves the right to add, remove, and/or modify portions of it at any time. Changes will be noted in the announcements on the CourseLink as well as in the classroom.

Tentative Course Schedule

		Date	Topic	Assignments/Deadlines
1	TU	1-9	Introductions and Course Outline	
	TH	1-11	CH 1- Introduction to CMT Industry	Quiz on course outline Class participation (CP)1-Job descriptions
2	TU	1-16	CH 3- Organizing for convention sales	
	TH	1-18	CH 4- Association Meeting Market	
3	TU	1-23	CH 5- Corporate Meeting Market <i>Assignment - Cvent Certification</i>	
	TH	1-25	CH 6- Other markets Introduction- PCMA UoG student chapter	
4	TU	1-30	Exam 1 In-class exam	
	TH	2-1	<i>Demo - Meeting Software AllSeated</i> <i>Assignment - AllSeated</i>	
5	TU	2-6	CH 7 & 8 - Selling & Advertising Meeting Market <i>Assignment - Site Analysis</i>	Group formation
	TH	2-8	CH 9 - Negotiations & Contracts	Cvent Certificate Due
6	TU	2-13	<i>Guest Speaker 1</i>	Guest Reflection 1
	TH	2-15	CH 10 - Service Function	Site Analysis Progress Report
7	TU	2-20	<i>No Class</i>	<i>Study Week</i>
	TH	2-22	<i>No Class</i>	
8	TU	2-27	CH 11 - Guestrooms CH 12 - Preparing for the event	
	TH	3-1	Exam 2 In-class exam	
9	TU	3-6	CH 13 - Function rooms and meeting setups	AllSeated Report Due
	TH	3-8	CH 14 - Food and beverage service	
10	TU	3-13	<i>Guest Speaker 2</i>	Guest Reflection 2
	TH	3-15	CH 15 - Audiovisual requirements CH 16 - Admission System	
11	TU	3-20	CH 17 - Exhibits and Trade Shows	
	TH	3-22	Exam 3 In-class exam	
12	TU	3-27	Meeting site analysis presentations	- Class participation (CP)2 - 5 - Site Analysis Final Report (both hard copy & electronic on CL) - Presentation File only electronic file on CL by 5PM, MONDAY, March 26
	TH	3-29	Meeting site analysis presentations	
13	TU	4-3	Meeting site analysis presentations	Peer Evaluation form is provided ONLY in the class on the last day
	TH	4-5	Meeting site analysis presentations Course Wrap-up/ Peer Evaluation	
NO FINAL EXAM on APRIL 9 as WebAdvisor indicates				

***note:** CP= class participation, CL = Course Link