



School of Hospitality & Tourism Management

College of Management and Economics

Winter 2014

Meetings and Convention Management HTM*2070

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Office Hours:	1:00p-2:00p Macs 205 on T/TH
Teaching Assistant:	TBA
In-Class Period:	11:30-12:50p in Macs 121
Text required:	PCMA. (2008). <i>Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions, and Events (Fifth Edition)</i> . Dubuque, Iowa: Kendall/Hunt Publishing Company.

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. The course focuses on the unique operational and managerial functions of this multifaceted component of the tourism and hospitality industry.

Cell Phones, Food, Etcetera

You are expected to respect your peers and me. Cell Phones should be turned off before class begins. You may bring a drink to class with you. Food, including gum, is not permitted. If you foresee a circumstance where your cell phone must be left on or you must eat during the class period please come speak to me so we may discuss and agree upon special arrangements for you.

Assignment Protocols:

Introduction

There will be two evaluation tools: Exams and Drafts. These are described below:

Assignment Grading

Table 1. Grade Breakdown

Assignment	No.	%/ea.	Total
Midterms	2	20	40
Draft 1A	1	9	9
Draft 1B	1	9	9
Draft 2A	1	13.5	13.5
Draft 2B	1	13.5	13.5
Draft 3	2	7.5	15
TOTAL			100

Drafts

Each student in the class will choose a property with readily available information online that is involved in the event management industry in the *Greatest* Toronto Area. By *Greatest* I mean the following: You can choose a location as far west as Waterloo, as far north as Blue Mountain, as far east as Oshawa, or as far south as Niagara Falls. I highly recommend you choose a hotel, restaurant with meeting space, or banquet facility. I also recommend you physically visit the property.

Each student will also be responsible for choosing an event. The event must be 50-300 people in size and be possibly held at a hotel, restaurant, or banquet hall. Technically I will allow any event type that falls within these parameters. But, I may strongly suggest you move away from a proposed event because some event types are more complicated in nature than others. I will not allow you to set yourself up for failure.

This chart contains assignment due dates and explanations. Remember, your classmates are relying on you to show up prepared.

Table 2. Drafts for HTM*2070, Winter 2014

Rounds 1 & 2 (see Table 3 for day-by-day information)			
Due Date		Group A	Group B
	<u>Draft Title</u>	<u>Draft 1A: Property Marketing</u>	<u>Draft 1B: Event</u>
Jan. 23 &	Draft Includes	1. Cover Page; 2. Tri-fold marketing pamphlet; 3. One-page marketing fact sheet; 4. Excel Grade Sheet	1. Cover Page; 2. RFP for event of your choice; 3. Excel Grade Sheet
March 4	Draft Explanation	What you submit will be sent to members of Group B. These individuals will read over what you submit and use it to negotiate with you over a projected event.	What you submit will be sent to members of Group A. These individuals will read over what you submit and use it to negotiate with you over a projected event.
	<u>Draft Title</u>	<u>Draft 2A: Negotiation</u>	<u>Draft 2B: Negotiation</u>
Jan. 30 &	Draft Includes	1. Cover Page; 2. Detailed Point Structure for each negotiation; 3. Target, BATNA, Reservation Point, and bullet point potential issues and explain in sentence form; 4. Excel Grade Sheet; 5. Post-negotiation (this portion of the assignment will be completed in class)	1. Cover Page; 2. Detailed Point Structure for each negotiation; 3. Target, BATNA, Reservation Point, and bullet point potential issues and explain in sentence form; 4. Excel Grade Sheet; 5. Post-negotiation (this portion of the assignment will be completed in class)
March 11	Draft Explanation	We will ensure you are prepared for your negotiations by having you complete a detailed negotiation plan for each negotiation you enter into	We will ensure you are prepared for your negotiations by having you complete a detailed negotiation plan for each negotiation you enter into
	<u>Draft Title</u>	<u>Draft 3: BEO Creation (Collaboration)</u>	
Feb. 6 &	Draft Includes	1. Cover Page; 2. BEO for 2 departments the RFP requires (e.g. banquets, operations, A/V); 3. BEO for 2 departments the RFP requires with 2 nd negotiation partner; 4. Excel Grade Sheet; 5. Self-reflection of entire process, from Draft #1 to Draft #3	
March 18	Draft Explanation	You will be assigned a teammate for this assignment based upon the conclusions from Draft #2. You will work collaboratively to create BEOs for each department. The BEOs will include all agreed upon entities from the negotiation	

Exams

Each Midterm Exam will consist of approximately fifteen applied Short Answer questions.

Participation

Participation in the classroom is necessary for learning to occur in this class. If you fail to participate in class I will assume you are not prepared. If you are consistently not prepared for class you will be docked points.

Class participation will include:

- staying abreast of current news stories as they relate to the MICE Industry and discussing them in class during “Water Cooler Talks”,
- being an active participant in class,
- reading course materials that are assigned,
- dressing appropriately when guest speakers are present,
- using proper email etiquette,
- your performance during the negotiation exercise and In-Class Meetings (incl. preparations),
- and topics deemed necessary throughout the semester.

Although this may seem like a large class at times, I will be able to identify certain individuals who deserve additional participation points, and some who should have participation points taken away. This will be based upon interactions in class, via email, and at events related to class. I reserve the right to alter your Participation grade by up to 10% of your final grade plus or minus at the end of the semester. If I choose to take away more than 4% of your Participation marks I will request a meeting with you and offer you an opportunity to explain your actions during the semester.

Extra Credit Opportunities

You can receive a maximum of .5% to your final grade for each HTM event you attend this semester. The more events you choose to attend the more extra credit you can earn. The maximum extra credit is 10% to your final grade. To receive the extra credit you must do the following:

- Attend an HTM event, take a picture of yourself at the event, and describe your interaction(s) with three individuals you met while attending the event.
- Complete the Extra Credit sheet posted on the course website;
- and submit the Extra Credit sheets via CourseLink in a Word document prior to the last day of class.

Academic Integrity

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges occur, undermines the University’s exercise of its responsibility to evaluate students’ academic achievement or restricts the University’s ability to accomplish its learning objectives. The University of Guelph is committed to upholding the highest standards of academic integrity and requires all members of the University community to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. All information you should know about academic integrity at the University as it applies to this course can be found here:

<http://www.open.uoguelph.ca/prospective/distance-education/academic-integrity.aspx>

Furthermore, I reserve the right to use Turn It In, a website that detects plagiarism, at any time during the semester for any of your assignments. Please visit turnitin.com or see me for more on this resource if you have questions about how the website functions as it relates to this course.

Finally, all students are responsible for ensuring that they do not have a time conflict with examinations in other courses.

Table 3. Lectures, Readings, Exams, and Assignments Outline

Date	Topic	Assignments	Readings
7-Jan	Syllabus and Expectations (Lena Liang & Justin Taillon)		p. 17-28
9-Jan	History of MICE Industry, Careers, Terminology, & Excel		Terminology, p. 1-14
14-Jan	Stakeholders & Marketing		p. 50-58, 62-65, 554-558
16-Jan	RFP (Request for Proposal) & BEO (Banquet Event Order)		RFP-Short, RFP-Long, p. 169-173
21-Jan	Site Selection		p. 143-160
23-Jan	F&B's role in Event Management	Draft #1	p. 93-103
28-Jan	Contract Negotiation & Liability		p. 603-662
30-Jan	In-class Negotiation	Draft #2	
4-Feb	In-class group work (BEOs)		
6-Feb	Budgeting & Out-sourcing	Draft #3	p. 66-67, 76-77
11-Feb	Midterm Exam Review		
13-Feb	No Class! Begin your Winter Break one week early		
18-Feb	No Class - Winter Break		
20-Feb	No Class - Winter Break		
25-Feb	Exam #1	Exam #1	
27-Feb	Sustainable Meetings (Hildegard van Niewerk)		p. 468-485, p. 592-601
4-Mar	Program Design & Development	2 nd Draft #1	p. 265-282
6-Mar	Mega Events, Types of Ownership, & Tidbits		p. 728-735
11-Mar	In-class Negotiation	2 nd Draft #2	
13-Mar	In-Class group work (BEOs)		
18-Mar	Banquet Skills and Service	2 nd Draft #3	
20-Mar	The Learning Experience (Lena Liang)		
25-Mar	Midterm Exam Review		
27-Mar	Exam #2	Exam #2	
1-Apr	Cvent Certification and semester wrap-up		
3-Apr	No on-campus class - Take Cvent Exam at home		

*This is an initial course description. The department reserves the right to change w/o notice until a binding course outline is distributed in class.

