

HTM*2070 Meetings & Convention Management (.5 credit course)

General Course Information

Instructor:	Justin Taillon
<i>Email</i>	Taillon@uoguelph.ca
<i>Office Location</i>	Macs 205
<i>Phone</i>	519-824-4120 x 52786
<i>Office Hours</i>	4p-5p on Tuesdays; 1p-3p on Wednesdays
<i>Department/School</i>	School of Hospitality, Food, & Tourism Management
<i>Lectures</i>	11:30a-12:50p Tuesday/Thursday in Macs 129
Required Textbook	PCMA. (2008). Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions, and Events (Fifth Edition). Dubuque, Iowa: Kendall/Hunt Publishing Company.

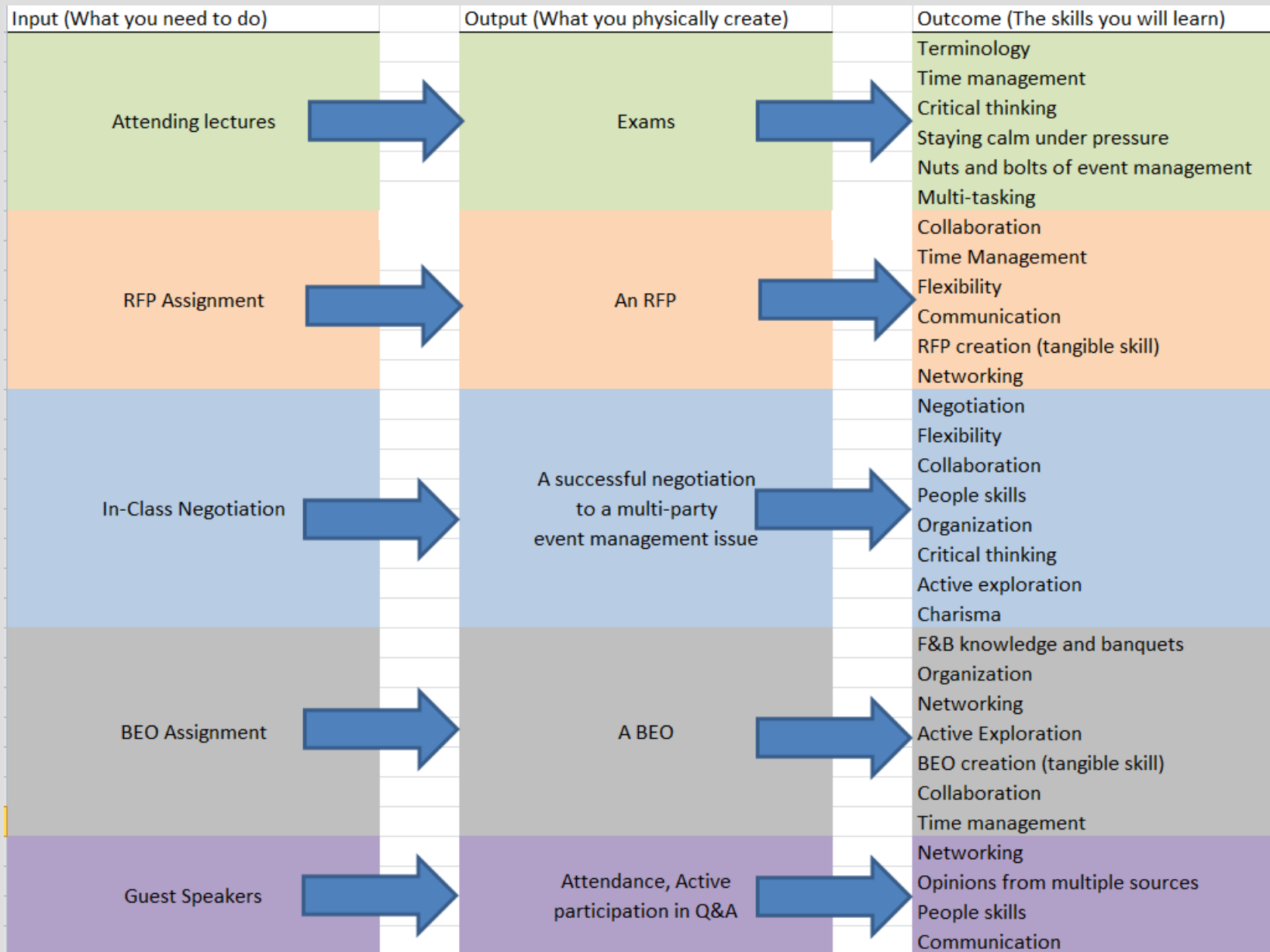
Course Description

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.

Course Learning Outcomes

Julius Solaris is a successful event manager. Examples of his reach within the event management industry includes more than 250,000 hits weekly on his event management blog, speaking engagements at event management events around the world, more than 50,000 books sold, and he recently started a company that creates apps for events. His start-up already has twelve full-time employees. Julius conducted a study in 2008 entitled "The Top 5 Qualities of the Successful Event Manager." He has updated this study annually since 2008. The study includes a collection of event management industry professionals providing feedback on the most important skill sets event management professional needs. I conducted a thematic analysis of his study. It provided me the "Outcomes" on the right hand of the Results-Based Programming Model (see following page). The left hand of the model includes the assignments and the inputs you will need to put into the course in order to maximize your take-away and complete the course with the skills the event management industry demands from new managers.

You will receive meaningful feedback regarding your performance in this course in the form of a numerical assessment for four of the five performance criterion in this course. You will receive a percentage grade as feedback for three of the five assignment types stated in the Results-Based Programming Model on the next page. In the fourth assignment (Negotiation, in-class) you will receive feedback in the form of a point structure. Finally, in the fifth assignment (guest speakers) you are expected to be an active participant. You will receive feedback as necessary as explained in the "Participation" section of this Syllabus.



Course Assessment

	Worth		Due Date	Location
Assessment 1:	20%	RFP Assignment		Courselink Dropbox
Assessment 2:	20%	BEO Assignment		Courselink Dropbox
Assessment 4:	30%	Midterm Exam #1		In Class
Assessment 5:	30%	Midterm Exam #2		In Class
Total	100%			

Assignment Protocols

Introduction

There will be two types of assignments:

1. First, there are Drafts. These are short assignments. There are two Drafts.
2. Secondly, there are Exams. There are two Midterm Exams.

Submissions

The first submission of Drafts #1 and #2 are due as hard copies. You will bring 2 copies to class on the day the Draft is due. The second submission of Drafts #1 and #2 are due prior to the class period exactly one week later. You must submit as a single document via Courselink Dropbox.

Extensions

Time management is important in event management. Thus, no extensions are available for assignments this semester.

Formatting

Formatting is important in event management. Thus, all assignments must be completed in APA format.

Length

All page lengths below are for framing your assignment only. You will not be graded on page length. You will only be graded on content. If you are unhappy with your performance on a Draft you do have an opportunity to improve the grade. Please speak with the Professor directly regarding re-submitting assignments. Do not resubmit a Draft without speaking to the Professor first.

Assignment Explanations

Drafts

Draft #1 (4 pages): "See everything; Overlook a great deal; Correct a little."

You will create an RFP (Request For Proposal). We will go over what an RFP is and how one can be created in class. I will show examples. You will need to build the format yourself though.

Draft #2 (2 pages): "I think dysfunctional people are being funnelled into very corporate behaviour. Look at BEO meetings...it's all fighting and it's all boring."

You will create a BEO (Banquet Event Order). We will go over what a BEO is and how one can be created in class. I will show examples. You will need to build the format yourself though.

Exams

Exams: "Granted, prostate exams aren't the most enjoyable things in the world, but they only last about 10 seconds. It's well worth it. Just think of the possible consequences if you don't get it done."

The Midterm Exams will consist of approximately thirty MC questions and five Short Answers. The outline of the exam could vary based upon many factors during the semester though.

Extra Credit Opportunities

Extra Credit #1: If you are an active member of a professional organization in the hotel and/or tourism industry this semester you can receive a maximum of 7% added to your final grade in this course (receiving the full seven points is rare and would require extraordinary efforts). You earn this by submitting an E.C. form that can be found on the course website. Each submission is worth a maximum of .5% to your final grade, depending on the event, your role, and the quality of critical thinking evident in the E.C. submission

Course Policies

Participation

Participation in the classroom is necessary for learning to occur in this class. Therefore, you are expected to participate in the course. If you fail to participate in class I will assume you are not prepared. If you are consistently not prepared for class I may request a meeting with you.

Class participation will include staying abreast of current news stories as they relate to the worldwide 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, and other activities and topics deemed necessary throughout the semester.

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. Gum is a pet peeve of many industry professionals and is not acceptable in hospitality establishments. If you foresee a circumstance where your cell phone must be left on or you must eat during the class please come speak to me so we may discuss and agree upon special arrangements.

Library as a Resource

The library and Learning Commons offer free services to help you succeed in your academic career. You can:

- Meet with a peer helper to discuss study strategies or your writing assignments
- attend Supported Learning Groups
- get assistance finding journal articles and books
- register for academic workshops
- so much more! Visit the Library website for more information: www.lib.uoguelph.ca

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.

Grading Policies

Grading rubrics will be posted online prior to each assignment's due date. These rubrics will outline the grading scheme. If you feel a grading mistake has been made on any assignments please speak to the Professor directly. We are here to help!

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.

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

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, March 6, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Lectures, Readings, Exams, and Assignments Outline:

Date	Topic	Assess.	Read Before Class
Jan. 6	Introduction to MICE & Professional Communication		17-28
Jan. 8	The History of MICE including Terminology		1-14, Terminology Documents
Jan. 13	<i>PCMA Convening Leaders Webinar</i>		50-58, 62-65, 554-558
Jan. 15	Site Selection, Program Design, & Program Development		143-160, 265-282
Jan. 20	The RFP & The BEO		169-173, Examples of RFPs & BEOs
Jan. 22	The Role of F&B and Banquets in MICE		93-103
Jan. 27	Contract Negotiation & Liability		603-662
Jan. 29	In-Class Negotiation		
Feb. 3	<i>In-Class RFP Exercise</i>	#1	
Feb. 5	Budgeting & Out-Sourcing		66-67, 76-77
Feb. 10	Midterm Exam Review	#1	
Feb. 12	Midterm Exam	E1	
Feb. 17	NO CLASS		
Feb. 19	NO CLASS		
Feb. 24	<i>Guest Speaker- Justin Toth – Networking</i>		
Feb. 26	Sustainability, Ethics, and CSR in MICE		468-485, 592-601
Mar. 3	<i>Guest Speaker- Heidi Wilker - Entrepreneurship in MICE</i>		
Mar. 5	In-Class BEO Exercise	#2	
Mar. 10	Incentive Travel and Executive Retreats		Incentive Travel
Mar. 12	Weddings and Celebrations	#2	Weddings
Mar. 17	Conventions, Conferences, and Meetings Management		728-735
Mar. 19	Mega-Events & Midterm Exam Review		Education
Mar. 24	Midterm Exam	E2	
Mar. 26	Cvent Certification Preparations		
Mar. 31	Programming!		
Apr. 2	Cvent Certification (optional)		