



HTM*2070 Event Management
Winter 2020 (0.5 Credit weight)
Tuesday/Thursday 4pm-5:20pm, MACS121

General Course Information

Instructor:	Lena Jingen Liang
Pronouns	She/her/hers
Office Location	MINS 023
Office Hours	Fridays 8:30-9:30am
Department/School	Gordon S. Lang School of Business and Economics
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TA	TBA

Lecture Time and Location:

Tuesday/Thursday 4pm-5:20pm, MACS 121

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

Course Learning Outcomes (CLO)

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; and
- Develop team working skills.

Course Assessment

Class Participation (CP)

Student participation is important in each class. Students are expected to attend ALL class throughout the semester prepared by required readings and posing appropriate questions related to the subject matter covered in class. Most importantly, during the real event execution day (dates TBA), your participation and performance are evaluated. Do not arrange traveling arrangement during these dates. No make-up for any missed participation marks.

Exams

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

Event Reflection

Students are asked to complete individual evaluations of the event, which are critically important for them to reflect on what they have learned and how they may apply what they have learned. Students will have an opportunity to reflect on the real event experience at the end of the semester individually. Think back to your experience this semester and answer the following questions:

- What went well in your team for this event planning? What are some things you would like to celebrate?
- What are areas of improvement and/or some challenges your team faced? What would you do differently?
- Thinking specifically about the real event execution, how did it affect your learning and overall experience in the course?
- What did you learn about yourself and about teamwork, and what strategies can you identify that will be useful in the future? Why? How?
- What would you tell a student taking HTM*2070 next semester to be mindful about, to pay attention to, and/or to dedicate time to with regards to the project?

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 Cvent.com. Students need to receive a score of 65% or higher to pass the certification exam. The student certification is valid for two years, and well recognized by the industry. More details will be provided on the Courselink.

Guest Speaker Reflections

Students are required 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.

Team Project

Early in the semester, students will sign up to their desired functional group (each functional group will have quotas and it is first come first serve. Functional groups include: Operations, Marketing & Public Relations, Food & Beverage and Hospitality, Décor & Entertainment, Sponsorship & Budget). As a team, you will conduct a semester-long integrative planning and execution for an event. This project leverages the knowledge and skills you have acquired over the course of your studies in this course. More details will be provided.

Individual (58%)		Due Dates	Location
Class participation	10%	Jan. 9 – Mar. 26	In class
Test 1 (Midterm)	15%	Feb. 25	In class
Test 2 (Final)	15%	Apr. 2	In class
Event Reflection	7%	Apr. 7	Courselink
Cvent certification	5%	Feb. 4	Cvent.com
Guest speaker reflection	6%	Jan. 21, Feb. 11 & Mar. 19	In class
Team (42%)			
Draft event plan	10%	Feb. 6	Courselink
Final event plan	10%	Mar. 10	Courselink
Event execution	15%	TBA	Event site (TBA)
Event final report	5%	Apr. 5	Courselink
Team Contract	2%	Jan. 24	Courselink

Experiential Learning Practices

This course is taught in an experiential learning format. Event Management has become a thriving segment of the hospitality and tourism industry and a normal part of leisure studies programs in colleges and universities. However, most of the courses in event management are lecture-based courses with semester projects planning fictitious events. An experiential approach to teaching event management in which students plan and execute a “real” event is a more meaningful and productive way to teach students about managing events.

Course Resources

Recommended Texts:

- PCMA. (2015). Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions, and Events (Sixth Edition). Dubuque, Iowa: Kendall/Hunt Publishing Company. The 5th edition will also work.
- 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 Policies

Teamwork expectations

One learning outcome of this course is related to project management and teamwork. We have implemented a number of assessments and check points to help you achieve this Learning Outcome. These include event planning stage 1 and final, team contract and final report updates. It is your responsibility to reach out to us early if and when team challenges occur.

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.

Late assignments

We want you to succeed and we hope we will not have to deduct points for late submissions. However, submitting assignments on time is an important skill that is easily transferred to the workplace. For instance, if your manager asks you to send her a report by a certain date and time, you need to do it or make sure to discuss alternatives with her ahead of the due date. Similarly, unless you have discussed an extension well ahead of the due date with the instructor, we will generally assign late penalties of **5% per day** (including weekends) to individual assessments (i.e., deducted from the assessment mark), unless otherwise noted on specific assessment documents. The penalty per day for team assessments is set to **10% per day**. Late assignments will not be accepted once graded assignments have been returned officially to the class at large. Exceptions may apply depending on the circumstances.

Questions about a grade will only be answered by the TA or the Instructor within 7 days following the grade release.

If you find yourself unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, we encourage you to review the regulations on academic consideration in the Academic Calendar and discuss your situation with the instructor, program counselor or other academic counselors as appropriate.

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

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 be able to make up for any missing in-class activities.

Attendance

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses.

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 (e.g., Hi Lena. Please do not begin your message with “hey”).
- Indicate what class you are referring to and who you are (name, HTM2070).
- Write your message in full sentences. (Do Not Text, e.g., thnx, idk, etc.)
- End your email with your signature (e.g., John Smith, title, email address or phone number).

Communication via the University email and CoursLink

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.

Extra Credit Opportunities

You can receive **0.5%** to your final grade for each HFTM event you attend this semester. The more events you choose to attend the more extra credit you can earn. The maximum extra credit is **5%** to your final grade (Maximum of the final grade is 100%; For example, if you earned 5% for extra credit, but your accumulated grade is 96%, then your final grade will still be 100%).

To receive the extra credit you must do the following:

- Attend an HFTM 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 sheet via Courselink prior to the last day of class (Apr.2, 2020).

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/current/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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website

Drop date

The last date to drop one-semester courses, without academic penalty, is the last day of classes. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Tentative schedule:

		Date	Topic	Readings	Assignments Due
1	TU	07/01/2020	Introductions and Course Outline		
	TH	09/01/2020	Introduction to CMT/MICE Industry & meeting terminology	CH1	
2	TU	14/01/2020	Understanding the markets	CH 4, 5 & 6	Group sign up & formation
	TH	16/01/2020	Organizing, RFPs and BEOs	CH3, RFP-Short, RFP-Long, p. 169-173 (PCMA)	
3	TU	21/1/2020	Guest speaker - You Jia Lee		Guest reflection 1
	TH	23/1/2020	Site selection	p.143-160 (PCMA)	Team contract
4	TU	28/1/2020	Marketing, Selling & Advertising	CH 7 & 8	
	TH	30/1/2020	Group Work Day – Draft event plan/presentation		
5	TU	04/02/2020	F & B service in event management	p.93-103 (PCMA) & CH 14	Cvent certification
	TH	06/02/2020	Negotiations & Contracts	CH 9	Draft event plan
6	TU	11/02/2020	Guest speaker - Chris Choi		Guest reflection 2
	TH	13/02/2020	Midterm review		
7	TU	18/02/2020	No class		Winter break
	TH	20/02/2020	No class		
8	TU	25/02/2020	Midterm in class		
	TH	27/02/2020	Service Function & Technology	CH 10	
9	TU	03/03/2020	Guestrooms & Preparing for the event	CH 11	
	TH	05/03/2020	Group work day - Final event plan		
10	TU	10/03/2020	Function rooms and meeting setups	CH 13	Final event plan
	TH	12/03/2020	Audiovisual requirements	CH 15	
11	TU	17/03/2020	Admission System & Exhibits and Trade Shows	CH 16 & CH 17	
	TH	19/03/2020	Guest speaker - Michael Lever		Guest reflection 3
12	TU	24/03/2020	No class - time allocation for event execution		
	TH	26/03/2020	Group work day - event execution finalizing		Event execution Mar 30 5:30-7pm, location TBA
13	TU	31/03/2020	Course wrap-up/Final exam review		
	TH	02/04/2020	Final exam in class		Event final report (team) due Apr. 5; Event reflection (individual) due Apr. 7

Remarks: Note that lecture topics might be added/removed or move around depending on our progress throughout the semester. The instructor reserves the right to amend this teaching schedule as deemed necessary