



HTM*2070 Event Management
Winter 2022 (0.5 Credit weight)
Tuesday/Thursday 11:30am-12:50pm,

General Course Information

Instructor:	Lena Jingen Liang
Pronouns	She/her/hers
Office Location	MACS 322
Office Hours	By appointment
Department/School	Gordon S. Lang School of Business and Economics
Email	jliang@uoguelph.ca
TA	

Lecture Time and Location:

Tuesday/Thursday 11:30am-12:50pm

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

Individual		Due Dates	Location
Course engagement	10%	Jan. 11 – Apr. 7	In class
Quiz 1 & Quiz 2	10% *2	Feb. 10, March 10	In class
Final exam	15%	TBA	Online (CourseLink)
Course Reflection	5%	Apr.8	CourseLink
Allseated assignment	10%	Mar. 4	CourseLink
Team			
Team Contract	2%	Jan. 28	CourseLink
Event Proposal & presentation	18%	Feb. 17 & 18	CourseLink & In class
Final event plan	10%	Mar.25	CourseLink
Event implementation	10%	Apr 5/6	TBA

*See details on 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

Required Text:

- *Event Planning and Management: A Practical Handbook for PR and Events*, Ruth Dowson, David Bassett, ISBN 9780749471392

Other 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 proposal, team contract and final event plan. 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 phonenumber).

Communication via the University email and CourseLink

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.

Expected Behavior:

Wearing Masks in the Classroom is Mandatory

It is necessary for all students, faculty, and staff to wear facemasks or cloth face coverings in classrooms, laboratories and other public spaces where in-person instruction occurs. We require the wearing of masks covering the nose and mouth in all physical classrooms to help mitigate the transmission of COVID-19. The University of Guelph as a community views the adoption of mask wearing as a sign of keeping others safe. Students who cannot wear a face covering due to a medical condition or disability, or who are unable to remove a mask without assistance, should contact their professor.

Health-related Class Absences

Please regularly evaluate your own health according to Guelph – Wellington Public Health (<https://www.wdgpulichealth.ca/>) or <https://www.uoguelph.ca/covid19/covid-info-for-students>. Do not attend class if you are ill / having any COVID symptoms.

You are encouraged to seek appropriate medical attention, the UofG Student Wellness Centre (<https://wellness.uoguelph.ca/>) is available to book an appointment with a medical professional.

. In the event of having COVID-19 or other contagious illness, please do not come to class. Instead, email me about your absence as soon as you are able so that appropriate accommodations can be explored.

Please note that documentation (a Doctor’s note) for medical absences is not required. As part of their commitment to maintain confidentiality, to encourage more appropriate use of healthcare staff resources, and to support meaningful dialogue between instructors and students, Student Health Services will not provide documentation of illness.

I am committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. I encourage you to reach out to me as early as possible to discuss any adjustments you think may be necessary in this course. Reasonable accommodations may include leveraging the course modules that have been developed in creative ways to maximize your access during times when students need to quarantine due to COVID exposure, or during an absence related to a disability or COVID-19 diagnosis. While I cannot guarantee any specific outcome, I am committed to working with you to explore all the options available in this course.

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/>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Important University Dates

The schedule of important university dates can be found at:

<https://calendar.uoguelph.ca/undergraduate-calendar/schedule-dates/>

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://calendar.uoguelph.ca/undergraduate-calendar/>

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email. This includes on-campus scheduling during the semester, midterms, and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment).

For information on current safety protocols, follow these links: <https://news.uoguelph.ca/return-to-campus/how-u-of-g-is-preparing-for-your-safe-return/>
<https://news.uoguelph.ca/return-to-campus/spaces/#ClassroomSpaces>. Please note, these guidelines may be updated as required in response to evolving University, Public Health, or government directives.

Tentative schedule (The first two weeks will be delivered via Zoom, all remaining classes starting Week 3 are in-person classes)

Week	Overall Topic	Readings	Assignments Due
1	Introductions and course outline & Meeting Industry	CH 1; Terminology	
2	Understanding the markets	Week 2 – understanding the market CH 4,5,6	Group sign up & formation
3	Organizing, RFPs and BEOs and event planning	RFP- Short, RFP-Long, CH 2	Team contact due January 28 th , 2022
4	Event theme development & event design	Article – Week 5 event themes & Week 5 online event themes	
5	Event programming & F&B arrangements	CH 4 & in class notes	QUIZ February 10 th , 2022
6	Venue selection and online venue/hybrid event	CH 3 & in class notes	Event proposal due February 18 th 2022 & Presentation
7	WINTER BREAK		Reading Week
8	Financial Management & marketing	Week 9 – Budgeting, Finances, CH 8 & 7	Allseated assignment due March 4, 2022
9	Event Operations and Logistics	CH 9	QUIZ 2# March 10, 2022
10	Risk management	CH 5 & in class notes	
11	Monitoring and evaluating Events; Technology & Post Pandemic	CH 10	Final Event Plan Due March 25, 2022
12	Event implementation preparation		Event implementation April 5&6, 2022
13	Course Wrap-up / Final Exam review		Course Reflection Due April 8 th , 2022

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.

Date Submitted to Chair:	
Chair Signature (Approval):	<i>S Elliot</i>
Date Approved by Chair:	Jan 5/22