

Course Description**HFT2750 | Event and Meeting Management | 3.00 credits**

In this intermediary course the student will learn the complete set of skills necessary to adequately perform as an event planner, hotel banquet manager and convention and meeting planner. Actual events will be used to reinforce the general rules of table service, booking functions, staffing banquets/conventions, and responsibilities of a host venue as they apply to buffets and banquets. Prepares students in trade show administration, meeting management, and legal issues associated with banquets and conventions.

Course Competencies:

Competency 1: The student will understand the scope and magnitude of the meetings, expositions, events, and conventions (MEEC) industry by:

1. Researching and analyzing the various sectors and sub-sectors within the MEEC industry, including meetings, conferences, trade shows, conventions, and special events, to understand the breadth and diversity of the industry
2. Exploring the economic impact of the MEEC industry on local, regional, and national levels, including factors such as job creation, revenue generation, and tourism promotion
3. Investigating industry trends, technological advancements, and emerging practices in the MEEC industry to gain a comprehensive understanding of its current landscape and future potential

Competency 2: The student will demonstrate knowledge of the various knowledge, skills, and abilities (KSA) that are necessary to be a successful event professional by:

1. Identifying and describing the core knowledge areas required in the event industry, including event planning and coordination, budgeting and financial management, marketing and promotion, logistics and operations, and risk management
2. Demonstrating proficiency in key event planning skills, such as time management, communication, problem-solving, negotiation, and adaptability, that are essential for successful event professionals
3. Applying theoretical concepts and practical techniques in event management to develop comprehensive event plans, considering factors such as target audience, objectives, resources, and stakeholder engagement

Competency 3: The student will demonstrate knowledge of the tasks and activities involved in producing a meeting or event by:

1. Analyzing the various stages of event production, including pre-event planning, on-site execution, and post-event evaluation, to understand the sequential tasks and activities involved in each phase
2. Describing the key responsibilities of event professionals in areas such as venue selection, budgeting and financial management, vendor coordination, program development, registration management, and attendee experience
3. Collaborating with peers to create a comprehensive event project plan, including timelines, task assignments, and critical milestones, demonstrating an understanding of the interconnected tasks and activities required for successful event production

Competency 4: The student will become familiar with the issues involved in producing a meeting or event by:

1. Researching and identifying the key logistical and operational challenges that arise during the production of meetings and events, such as venue selection, budgeting, logistics, catering, audiovisual requirements, and risk management
2. Exploring the legal and ethical considerations that event professionals need to be aware of, including contracts and agreements, intellectual property rights, privacy and data protection, accessibility, and sustainability
3. Analyzing case studies and real-world examples to understand the common issues and challenges faced in producing meetings and events and developing strategies and solutions to address them effectively

Competency 5: The student will demonstrate knowledge of the major types of organizations that hold gatherings

by:

1. Identifying and categorizing the major types of organizations that hold gatherings, such as corporations, associations, government agencies, non-profit organizations, and educational institutions, based on their distinct purposes, structures, and objectives
2. Analyzing the unique characteristics and considerations associated with each type of organization, including their target audience, funding sources, decision-making processes, and regulatory requirements.
3. Evaluating the role and significance of gatherings in different types of organizations, understanding how they contribute to achieving organizational goals, building networks, and fostering collaboration within the respective sectors

Competency 6: The student will demonstrate knowledge of the various types of meetings held by the different categories of organizations by:

1. Differentiating between the various types of meetings held by corporations, associations, government agencies, non-profit organizations, and educational institutions, such as board meetings, annual general meetings, conferences, seminars, workshops, and training sessions
2. Understanding the objectives, formats, and key considerations associated with each type of meeting, including the target audience, agenda development, facilitation techniques, and desired outcomes
3. Examining industry best practices and case studies to gain insights into successful meeting management strategies employed by different categories of organizations and applying this knowledge to develop effective meeting plans and programs

Competency 7: The student will identify the associations that support the professional development of the MEEC professional by:

1. Researching and identifying professional associations and organizations relevant to the MEEC industry, such as the International Live Events Association (ILEA), Meeting Professionals International (MPI), and the Professional Convention Management Association (PCMA), to understand their missions, membership benefits, and resources for professional development
2. Exploring the educational programs, certifications, and training opportunities offered by these associations, and evaluating their relevance and value for enhancing the knowledge and skills of MEEC professionals
3. Participating in networking events, conferences, and online communities organized by these associations to connect with industry professionals, gain insights into current trends and best practices, and foster ongoing professional development

Competency 8: The student will demonstrate an understanding of the typical lead times for planning the various types of gatherings by:

1. Analyzing the different types of gatherings, such as conferences, trade shows, weddings, and corporate events, to understand the unique factors and considerations that influence lead times for planning
2. Researching industry standards and best practices to determine the recommended lead times for each type of gathering, considering factors such as venue availability, program development, vendor coordination, and marketing and promotion
3. Applying the understanding of lead times to create realistic and effective project timelines and schedules for event planning, ensuring that all necessary tasks and activities are adequately accounted for within the appropriate lead times

Competency 9: The student will identify the differences between the marketing strategies used to build attendance by:

1. Researching and comparing the marketing strategies employed to build attendance for different types of gatherings, such as conferences, trade shows, fundraisers, and community events
2. Analyzing the target audience, objectives, and desired outcomes of each gathering to understand the specific marketing approaches and techniques used to attract attendees
3. Evaluating the effectiveness of various marketing channels and tactics, such as digital marketing, social media, email campaigns, direct mail, and partnerships, in building attendance, and identifying the most appropriate strategies based on the nature and goals of the gathering

Competency 10: The student will identify the associations that support the professional development of those

responsible for producing gatherings by:

1. Researching and identifying professional associations and organizations relevant to the event planning and production industry, such as the International Association of Exhibitions and Events (IAEE), Event Industry Council (EIC), and Society of Government Meeting Professionals (SGMP), to understand their missions, membership benefits, and resources for professional development
2. Exploring the educational programs, certifications, and training opportunities offered by these associations, and evaluating their relevance and value for enhancing the knowledge and skills of event professionals
3. Engaging with the community and networking opportunities provided by these associations, attending conferences, workshops, and webinars, and participating in mentorship programs to connect with industry professionals, gain insights into current trends and best practices, and foster ongoing professional growth and development

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society