

Course Outline

**Hotel Restaurant Management 205
Event Planning & Meeting Management**

I. Catalog Statement

Hotel Restaurant Management 205 presents sound principles and practices in the growing field of event planning and meeting management. Students will learn how to plan and organize events, meetings, conferences, and conventions. This course prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations.

Units – 4.0

Lecture Hours – 3.0

Lab hours – 3.0

(Faculty Laboratory Hours – 3.0 + Student Laboratory Hours – 0.0 = 0.0 Total
Laboratory Hours)

No prerequisites

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. determine meeting objectives;
2. prepare a budget for an event or meeting;
3. prepare a site suitable for a specific group;
4. promote an event or meeting;
5. accommodate essential housing, transportation, food, entertainment, and communication needs for an event or meeting;
6. employ effective negotiation techniques in meeting arrangements;
7. recognize basic components of a facility contract;
8. discuss legal issues pertaining to meeting management, such as liability, insurance, and confirmation letters;
9. recognize ethical issues in events planning/meeting management practices.

IV. **Course Content**

A. Planning an Event	5 hours
1. Determining Objectives	
2. Planning the Program	
3. Creating a Suitable Environment	
B. Financial Planning	5 hours
1. Budgeting and Financial Management	
2. Site selection	
3. Promotion, Marketing, and Advertising	
C. Basic Needs	5 hours
1. Housing	
2. Transportation	
3. Food and Beverages	
4. Communication Technology	
D. Working with People	5 hours
1. The Convention and Visitors Bureau	
2. Working with the convention services manager	
3. Negotiations	
E. Support services	5 hours
1. Registration Procedures	
2. Audiovisual Services	
3. Hospitality Services	
4. Contracted Services	
F. Legal and Ethical Considerations	5 hours
1. Contracts and Liability	
2. The Americans with Disabilities Act	
3. Ethical Issues	
G. Logistics	5 hours
1. Speaker Arrangements	
2. Space Use and Set-up Design	
3. Final Instructions	
H. Day of the Event	5 hours
1. On-site Communications	
2. On-site Trouble-shooting	
3. Event/meeting Wrap-up	

4. Evaluation

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| I. Special topics | 8 hours |
| 1. Alternative Event/meeting Environments | |
| 2. Convention Centers | |
| 3. Exposition Management | |
| 4. Small-meeting Management | |
| 5. International Meetings and Expositions | |
| 6. Technology in the Meeting Industry | |
| 7. Professional Resources | |
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J. Laboratory Applications |
48 hours |

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lecture/discussion;
2. demonstration;
3. guest speakers;
4. field trips.

VI. **Assignments and Methods of Evaluation**

1. Midterm examinations.
2. Research projects.
3. Presentations.
4. Written assignments.
5. Final examination.

VII. **Textbook**

Professional Meeting Management (latest edition).by Barbara Connell
Professional Convention Management Education Foundation.