

**CENTRAL TEXAS COLLEGE**  
**TRVM 2301**  
**Introduction to Convention/Meeting Management**  
**Semester Hours Credit: 3**

**INSTRUCTOR:** \_\_\_\_\_

**OFFICE HOURS:** \_\_\_\_\_

**I. INTRODUCTION**

- A.** This course is an introduction to the meetings and convention industry. This includes and the various aspects and skills involved in planning and managing meetings, conventions, and expositions and events. Emphasis on types of meetings, meeting markets, industry suppliers, budget and program planning, site selection and contract negotiations, registration and housing, food and beverage requirements, function and meeting rooms setup, and audiovisual requirements.
- B.** TRVM 2301, Introduction to Convention/Meeting Management, is a technical elective course in the Restaurant and Culinary Management, Hotel Management Specialization, and Food and Beverage Management Specialization Associate of Applied Science Degree Plan. It is also a requirement in the Food and Beverage Management Certification of Completion.
- C.** This course consists of in class room lecture and/or distance learning. The lecture portion meets an hour and a half per day, twice weekly during the 16-week semester.
- D.** Prerequisite(s): None

**II. LEARNING OUTCOMES**

Upon successful completion of this course, TRVM 2301, Introduction to Convention/Meeting Management, the student will be able to

- A.** Explain the history and evolution of the meeting industry.
- B.** Identify the entities that organize meetings.
- C.** Discuss the role and functions of Destination Marketing Organizations (DMOs).

- D. Explain the different types of meeting and convention venues.
- E. Explain the different types of exhibitions and identify key players.
- F. Discuss the responsibilities of service contractors.
- G. Discuss the role of the Destination Management Company.
- H. Identify the planning tools for special events management.
- I. Describe the procedures for planning and producing meetings.
- J. Differentiate the different types of food and beverage services operations.
- K. Discuss the legal issues involved in planning a meeting.
- L. Identify new technologies to the meeting professional.
- M. Discuss green meeting and social responsibility.
- N. Explain the aspects of the international MEEC industry.
- O. Explain the meeting planning process from start to finish.

### III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through [www.ctcd.edu/books](http://www.ctcd.edu/books)

### IV. COURSE REQUIREMENTS

- A. **Reading Assignments:** Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas.
- B. **Performance:** (Refer to CTC Catalog for a detailed policy). You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed.

**C. Participation:** A student must be present for all examinations. No make-up examinations will be given. Students who know in advance that they will be absent from an examinations due to valid reasons must arrange to take an early examinations. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examinations. Distance Learning students are expected to log in at least twice a week, the same as a lecture class. Students not participating in the class may be withdrawn or given an FN for failure non-attendance.

**D. Excessive Absences:** Students who have not attended class by the 12<sup>th</sup> class day of a 16-week course may be administratively dropped by the instructor with a grade of “W” or “FN” for failure non-attendance.

**V. EXAMINATIONS**

**A.** There will be five examinations. Part 2 and 3 are split into two separate exams.

1. Part 1 Introduction
2. Part 2 Key Players
3. Part 3 Important Elements in Meeting, Exposition, Event, and Convention Planning

**B.** A student must be present for all examinations. No make-up examinations will be given. Students who know in advance that they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examination. Distance Learning students must take exams according to the schedule.

**C.** Students without excused absences will be given a zero for the missed examination.

**VI. SEMESTER GRADE COMPUTATIONS**

A.	Exams 1-5	500 points	50%
	Lesson Assignments	200 points	20%
	Paper/Project	200 points	20%
	Discussions	<u>100 points</u>	<u>10%</u>
	<b>Total Points</b>	<b>1000 points</b>	<b>100%</b>

**A** (1000 – 900)    **B** (899 – 800)    **C** (799 – 700)    **D** (699 – 600)    **F** (Below 600)

## VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

- A. **Course Withdrawal:** It is the student's responsibility to officially withdraw from a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The student must sign the withdrawal form.

CTC Form 59 will be accepted at any time prior to Friday, the 12<sup>th</sup> week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10-week session	Friday of the 8th week
8-week session	Friday of the 6th week
5-week session	Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of "W", provided the student's attendance and academic performance is satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

- B. **Incomplete Grade:** The College catalog states, "An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course..." Prior approval from the instructor is required before the grade of "I" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.
- C. **Cellular Phones:** Cellular phones will be turned off while the student is in the classroom or laboratory.
- D. **Americans with Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of

Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

- E. **Instructor Discretion:** The instructor reserves the right of final decision in course requirements.
- F. **Civility:** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- G. **Honesty and Integrity:** All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
  - a. *Plagiarism:* The act in which a student uses someone else's word or ideas without due acknowledgement in order to gain some form of reward.
  - b. *Cheating:* Giving, receiving and/or aiding in either giving or receiving of unauthorized information during testing. Communicating the contents of tests or quizzes and taking a test/quiz for another student. See the catalog for full definitions.
  - c. Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of "F" and will be subject to disciplinary action, which may include suspension and expulsion.

## VIII. COURSE OUTLINE

- A. **Part One:** Introduction - Chapters 1 and 2
  - 1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to:
    - a. Define the foundational concepts relating to the meetings, exhibitions, events, and conventions industry.
    - b. Outline the history of the events industry.
    - c. Detail the evolution and maturation of the events industry.
    - d. Articulate the ways in which ethical practices are important factors in the events industry.
    - e. Discuss career definitions and opportunities for the meeting or events professional.
    - f. Outline ongoing trends in the MEEC industry.

- g. Understand the major types of organizations that hold gatherings, and differentiate the types of meetings and the planning required for each.
- h. Identify the associations that support the professional development of those responsible for producing gatherings.
- i. Outline the major trends facing MEEC organizers and sponsors.

2. **Learning Activities:**

Classroom lecture and discussion.

B. **Part Two:** Key Players - Chapters 3-8

1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to:

- a. Articulate the roles and functions of a destination marketing organization.
- b. Outline the needs and opportunities a DMO can meet for a meeting professional.
- c. Illustrate the convention marketing and sales activities expected of a DMO.
- d. Describe the tools and associations available through Destination International.
- e. Discuss trends in the field of designation market organizations.
- f. Discuss the physical characteristics and financial structure of hotels.
- g. Identify the types of events best suited to a convention center and the reasons behind the solution.
- h. Discuss the space, functions, consortiums, and financing involved in using conference centers for events.
- i. Identify the similarities, differences, and benefits of cruise ships and other event venue options.
- j. Articulate the benefits of specific-use facilities as event venues.
- k. Outline the appeal and uses of colleges and universities as event venues.
- l. Cover the unique needs and uses that differentiate retreat facilities from other kinds of venues.
- m. Discuss the increasing need for unique and unusual venues.
- n. Illustrate the typical needs and obstacles specific to an outdoor events.
- o. Define the different types of exhibitions.
- p. Identify the key players of exhibition management.
- q. Categorize the components of exhibition planning.
- r. Identify the role of the exhibitor and fundamentals of exhibit planning.
- s. Learn the definition of service contractors and their role in MEEC.

- t. Understand the responsibilities of service contractors.
- u. Become knowledgeable about the evolution of service contractors.
- v. Understand the organization of a general services contracting company.
- w. Learn about specialty service contractors.
- x. Understand the relationship between service contractors and event organizers.
- y. Discover resources in the service contract industry.
- z. Define a destination management company as well as its structure and services.
- aa. Outline a destination management company's organization.
- bb. Describe the elements involved in the business model of destination management companies.
- cc. Discuss strategies and tools for finding and selecting a destination management company.
- dd. Describe at least eight best practices in destination management companies.
- ee. Provide an overview of the history, definition, and main components involved in special event planning.
- ff. Outline a number of helpful special event planning tools.
- gg. Discuss the many different considerations that go into special event marketing.
- hh. Clarify the steps in preparing for a special event.
- ii. Discuss the elements of a special event budget.
- jj. Articulate the steps in breaking down a special event.
- kk. Outline current trends and best practices in special event management.

## **2. Learning Activities:**

Classroom lecture and discussion.

### **C. Part Three: Important Elements in MEEC - Chapters 9-16.**

**1. Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

- a. Clarify the different types and requirements of catered events.
- b. Discuss the specific requirements and considerations related to beverage events.
- c. Outline items to consider when choosing, planning, and arranging rooms for an event.

- d. Outline important service requirements to consider when planning a food or beverage event.
- e. Name current trends and best practices in food and beverage practices for events.
- f. Cover the most important elements of negotiation in MEEC.
- g. Note the specifics to consider when dealing with contracts in this industry.
- h. Discuss the importance of crisis preparedness and management.
- i. Clarify the points and impact of the ADA as it pertains to MEEC.
- j. Articulate the legal importance of intellectual property as it has to do with this industry.
- k. Outline potential labor issues to consider in the industry.
- l. Discuss important ethical concerns to consider in MEEC.
- m. Outline current trends and best practices regarding legal issues in MEEC.
- n. Outline the impact of virtual site selection and research on the MEEC professional's event planning.
- o. Cover the evolution of marketing and communications for the MEEC professional in our digital world.
- p. Discuss the importance of understanding on-site tech infrastructure.
- q. Cover the rise and importance of social media in planning and executing an event.
- r. Define some of the most important desktop tools for the MEEC professional.
- s. Discuss the importance of understanding on-site tech infrastructure.
- t. Clarify tech tools and processes that improve attendee interaction and communication.
- u. Outline some of the most effective post-conference technology applications.
- v. Articulate the ways in which the industry is using virtual and augmented reality to better prepare for events.
- w. Discuss the ways in which webinars and hybrid meetings can assist when face-to-face events are not possible.
- x. Cover the difference between green and sustainable meetings.
- y. Discuss the reasons to go green with meetings and events.
- z. Outline important sustainable meeting standards and guidelines.
- aa. Specify steps in creating a process for sustainable practices.
- bb. Outline opportunities to evaluate sustainable efforts.
- cc. Discuss the practice of greenwashing in events and meetings.
- dd. Articulate current trends and best practices in creating sustainable meetings and events.
- ee. Discuss the importance and process of setting goals and objectives when planning MEEC gatherings.
- ff. List the considerations to keep in mind during the site selection

- planning process.
- gg. Articulate the areas of concern when program planning for an event.
  - hh. Outline the many logistical considerations to keep in mind when planning a MEEC gathering.
  - ii. Discuss the main considerations in direct and indirect marketing and promotion that a MEEC professional must consider when planning a gathering.
  - jj. Discuss the basic requirements of producing an on-site meeting or event.
  - kk. Outline strategies and considerations for managing the on-site team.
  - ll. Discuss the various considerations and specifics that go into on-site communications.
  - mm. Cover the specific considerations to keep in mind when planning and executing on public relations when producing an event.
  - nn. Articulate the reason and important element of pre-convention meetings.
  - oo. Specify the elements needed for successful post-convention review.
  - pp. Articulate the ways in which MEEC varies around the globe.
  - qq. Discuss ownership, sponsorship, and management models important for international meetings and gatherings.
  - rr. Recognize important international meeting and trade fair associations.
  - ss. Name some specific considerations that are necessary to think through for successful international MEEC events.
  - tt. List items needed to understand the event's organizing association.
  - uu. Articulate the event's goals.
  - vv. Articulate specific items to consider when determining the event's budget.
  - ww. Discuss the elements to keep in mind when considering the event's income.
  - xx. Specify the necessary components involved in the request for proposal.
  - yy. Discuss the main considerations for conducting the first site inspection.
  - zz. Outline the important steps in the destination selection.
  - aaa. Articulate the important and the considerations necessary for the second site inspection.
  - bbb. Discuss the part played by the marketing committee.
  - ccc. Cover the steps involved in the creation of a conference program.
  - ddd. Outline the importance of partnerships.
  - eee. Clarify the considerations involved in handling the event's contract.

- fff. Specify the events and sequencing determined by the meeting timeline.
- ggg. Discuss the important items to consider after the meeting.

**2. Learning Activities:**

Classroom and lecture discussions.

**IX. Feedback:**

1. *Instructor:* As your instructor I will organize and present the course material in a manner designed to facilitate the learning process. I will evaluate your progress periodically via writing assignments and exams and provide feedback on your performance via exam scores, exam critiques, and critique of your writing assignments, etc. I am also available before and after each class period and during office hours to discuss your performance and answer questions.

2. *Student:* **As the student you are ultimately responsible for your success in this course.** It is your responsibility to attend class regularly, prepare for class by reading assigned text material, participate in class discussions, ask questions when required to improve your understanding, prepare for and complete exams, and complete all other assignments.