HTT A266: ORGANIZE AND MANAGE EVENTS AND MEETINGS

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

A comprehensive, fast-paced, hand-on course in managing a professional event/meeting, including the practical skills and tools needed for successful planning. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce a final project consisting of all ten (10) components needed to create a meeting or event plan.

Course Objectives

- 1. Develop creative activities, speakers, events and properly sequence them throughout an event/meeting
- 2. Expand and implement a site plan and conduct a thorough site inspection
- 3. Analyze and implement professional registration and accommodation strategies
- 4. Implement effective record keeping systems that meet local, state, and federal requirements
- 5. Develop an efficient and secure admission system with security
- 6. Supervise communication among committees, vendors, and clients
- 7. Identify protocol requirements and learn how to acquire additional information
- 8. Assess design and décor needs, and creatively produce cost-effective decorations
- 9. Review a technical plan, including lighting and sound, and employ methods for reducing costs
- 10. Identify potential challenges to an event/meeting and develop appropriate solutions by effective planning
- 11. Evaluate wide variety of special effects available for events/meetings
- 12. Plan and coordinate food and beverage services
- 13. Create sustainable events enhancing environments
- 14. Develop contingency plans to ensure successful completion

Lecture Content

Activities Create Sequence Profitability Transportation Location Site plan Inspection Feasibility Permits/licenses Identify Procure   Record keeping requirements Registration Enrollment VIPs Security Protocol Design/decor Needs Cost-effectiveness Prizes, gifts, amenities Technical Plan Lighting Sound Efficiency Cost Special Effects Identify Availability Appropriateness Speakers/Entertainment Sources Cost Organization Food/Beverage Selection Pricing Presentation Contingency Plans Create Present Carry out

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations.

Reading Assignments

As assigned from text

Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses.

Out-of-class Assignments

Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

The student must participate in class discussions, distance-learning students will participate in on-line class discussions. In addition to completing a mastery quiz, distance-learning students will complete and return the mastery quiz on-line. Students will receive a grade and credit for completing the course requirements. Students who do not fulfill these requirements will receive no credit unless they complete the course successfully.

Required Writing, Problem Solving, Skills Demonstration

1.   All quizzes and examinations will be at least 75% comprehensive responses. 2.   Problem solving exercises will include written comprehensive responses. 3.   Cognitive responses to classroom lecture/demonstration/online discussion will be required. 4.   Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Rutherford Silvers, Julia, CSEP. Professional Event Coordination, ed. New Jersey: John Wiley Sons, Inc, 2005 Rationale: -