

HTT A271: CORPORATE MEETINGS & EVENTS

| Item | Value |
|------------------------------|--|
| Top Code | 130720 - Lodging Management |
| Units | 1 Total Units |
| Hours | 18 Total Hours (Lecture Hours 18) |
| 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

Review of the most successful techniques for managing trade shows, sales promotion events, staff meetings, and other corporate events. Focus is placed on how to produce meetings/events with creative flair while staying within a budget. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Design a trade show, sales promotion event, staff meeting, or corporate meeting or event within a defined budget.

Course Objectives

- 1. Integrate corporate events within the overall communication strategy of the company.
- 2. Assess, inspect, and/or design sites for corporate events.
- 3. Organize national and international events.
- 4. Produce events for recognition, rewards and to stimulate morale.
- 5. Design and manage major corporate events, anniversaries, ground breaking ceremonies.
- 6. Develop and implement record breaking corporate sales events.
- 7. Identify and comply with local, state, and federal laws and regulations.
- 8. Explain, review, and execute leases, contracts, and other event arrangements.
- 9. Manage financial matters, including budgets, receivables, and expenses.
- 10. Demonstrate the added value of your corporate events as a means of receiving increased budget or other corporate support.
- 11. Negotiate to get the very best return on investment for your organization.
- 12. Demonstrate reduction in event costs and document the savings for your annual review.
- 13. Identify and pursue career opportunities in this expanding field.

Venue selection/feasibility Geographic accessibility Transportation responsibilities Anticipated budget/realization Purpose Recognition Awards Morale Anniversaries Ground-breaking Motivation Financial matters Budget proposals/realization Payables/receivables Leases/contracts/agreements Return on investment Annual review Laws/regulations State/local/federal Employment/volunteers Report ability/timing/accountability Evaluation Pre-meeting/event Mid/post Conclusion Financial

Method(s) of Instruction

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

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/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. In addition, complete assignments and mastery quiz. Students will receive a grade by successfully completing the course requirements. Students must participate in an industry-based project.

Textbooks Resources

1. Required Allen, Judy. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, ed. Philadelphia: Wiley, 1999 Rationale: latest

Lecture Content

Communication Paid staff/volunteers/committees Company/client/vendors Venue/destination management/external organizations/supplies Development Identified meeting/event purpose Anticipated size/theme Intended results/outcome Goals/objectives/strategies Resources