

HTT A272: MEETING AND CONFERENCE PRACTICES

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

This course provides the tools necessary to successfully plan and manage local, national and international meetings and conferences. Prepares students to take the nationally recognized International Special Event Society (ISES), Certified Special Events Professional (CSEP), and Certified Meeting Professional (CMP) examinations. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a meeting plan for a defined corporate client.

Course Objectives

- 1. Conduct thorough pre-event planning,
- 2. Identify an appropriate site and perform comprehensive site inspections.
- 3. Develop, analyze, and project a budget.
- 4. Implement marketing strategies, including list development, brochure design, mailing costs reductions, and creative marketing.
- 5. Observe legal requirements, including those specified by the American with Disabilities Act (ADA), and other key laws.
- 6. Recruit and train volunteers and staff for maximum performance.
- 7. Evaluate the effectiveness of an event.
- 8. Explain, review, and execute leases, contracts, and other event arrangements.
- 9. Manage financial matters including budgets, receivables, and expenses.

Lecture Content

Pre event Planning Site inspection/selection Program development/design Financial Considerations Budget development/proposed and actual Meeting/payables/receivables Contracts/agreements/leases Marketing Strategies List development Brochure design Mailing/shipping/delivery Creatively selling/participation Legal requirements American with Disabilities Act State/local/federal laws/licensing Liquor consumption/accountability/licensing Staffing Recruitment Training/supervision Paid/non-paid Coordination Communication Evaluation Meeting effectiveness Site selection/accountability Staffing 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 a 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 OToole, William and Mikolaitis, Phyllis. Corporate Event Project Management, ed. Philadelphia: Wiley, 2002 Rationale: latest