Department of Hospitality Management
HSPM 140 Meeting, Convention and Event Management
Clark Hall Room 324
Fall, 2016

Instructor:  Dr. Kate Sullivan, Professor.
            Call me Dr. Kate.

Office Location:  410 Macquarrie Hall

Telephone:  408-924-3201.

Email:  Kate.Sullivan@sjsu.edu (preferred communication method).

Office Hours:  MW 9-11 am or by appointment. Online or email meetings ok!

Class Days/Time:  T and Th 10:30-11:45 am

Classroom:  Macquarrie 324

COURSE DESCRIPTION

Student Learning Outcomes:

1.0 The student will become acquainted with the size and scope of the meetings, expositions, conventions and events market.

1.1 The student will become familiar with a variety of meeting types:
   - face to face meetings, virtual, telepresence and hybrid:
   - corporate meetings
   - association meetings
   - trade shows and exhibits
   - conventions, conferences and special events

1.2 The student will understand the key elements of the meetings market such as:
   - convention and visitors bureau
   - hotel industry
transformation industry
convention centers
exposition management industry
food and beverage
revenue management

2.0 The student will identify the value and economic impact of the meetings market on the overall economy of the United States.

2.1 The student will synthesize the interrelationships among political/legal, economic, social and environmental factors and hospitality operations.

3.0 The student will understand through lecture, the internet and field trips, the key financial and managerial elements of the meeting, exposition, event and convention market including:

  - exhibit space
  - insurance requirements
  - meeting housing
  - program planning
  - negotiations and contracts
  - site selection
  - leases, confirmation letters
  - space use and set-up design
  - registration
  - billing and post convention review

4.0 The student will understand the environment of a live face to face event or/and virtual "meeting in progress" in terms of client needs including:

  - speaker needs  
  - telepresence  
  - platforms for online meetings
  - lighting/heating/
  - special event planning  
  - hybrid meetings
  - head table  
  - meeting space assessment  
  - virtual tradeshows

5.0 The student will demonstrate effective communication skills through presentations.

6.0 The student will conduct a special event and/or meeting.

MYSJSU Messaging and CANVAS Learning Management System

Course materials such as syllabus, handouts, notes, assignment instructions, powerpoints, etc. can be found on the Canvas learning management system course website. You are responsible for checking with the messaging system through MYSJSU and/or CANVAS to learn of any updates.

REQUIRED TEXT

Meetings, Expositions, Events, and Conventions, 2016, 4th edition

Recommended additional text:


Additional resources:
Meeting Professionals International  Become a student member!
Professional Convention Management Association
Christina Mune, Reference and Instruction Librarian, Liaison for Hospitality Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4034, Phone: 408-808-2046, E-mail: christina.mune@sjsu.edu. Helpful electronic resource: URL: http://libguides.sjsu.edu/hospitality.

Professor Needs

There are times when I may be late or ill and I will give you notice via email on Mysjsu as best as I can so as not to inconvenience you in anyway. Also, I have some hearing loss so bear with me! If you are sitting in the back of the room and say something I cannot hear, I may ask those in the front to relay what you said so that I can hear it. Sometimes I misinterpret what you said because I can’t hear certain intonations, so please don’t be offended but respectful of my disability.

Assignments and Grading Policy

<table>
<thead>
<tr>
<th>A. Participation</th>
<th>Dates</th>
<th>SLO</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Group presentations</td>
<td>Presentations - Sign up and commit to a date</td>
<td>1, 2, 3, 5</td>
<td>5</td>
</tr>
<tr>
<td>C. Exams</td>
<td>Reaction paper and power point submitted to Canvas</td>
<td>2.1 &amp; 4</td>
<td>5</td>
</tr>
<tr>
<td>D. In class homework</td>
<td>Midterm and final</td>
<td>2, 4, 5</td>
<td>15/15</td>
</tr>
<tr>
<td>E. Off campus meetings</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>F. Face to face meeting/event</td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>G. Volunteer at 2 events</td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

A. Participation and Classroom Conduct

You are expected to come to class well prepared with all assignments complete, and to participate in whole-class discussions. If you are attentive and regularly make helpful, insightful comments in class, and complete all assigned work on time, you will earn an “A” for your participation grade. If you rarely offer useful insight or comments, if you are disruptive, if you sleep or are otherwise occupied, or if you fail to contribute to the positive functioning of this class, you will earn an F for participation. If you rarely participate in class discussions but turn in your assignments on time, do well on the quizzes and in collaboration with your group, you will most likely earn a C for participation. Repeated tardiness will also affect your participation grade. **Because it is only fair to apply the same requirements to all students, please do not ask for an exemption from the requirements listed above.**

Students will be required to attend both weekly class meetings; read the required readings and handouts; take two exams; complete quizzes and class assignments as directed; contribute to a group project and group paper; attend field trips; and conduct an event with a group. Participation and attendance are critical to the success of this class and will be used to help determine the final grade.

**Attendance Policy**
Students are expected to attend every class and are responsible for all class work. You will be marked absent if you are not present when the roll is taken. If you come to class late, it is your responsibility to see me at the end of class to have the absence changed. Additionally, if you leave early, you may be marked absent for half or all of the class period. You are also expected to let me know at the beginning of class if you need to leave early. You should save absences for times that are truly unavoidable.

You are responsible for finding out from a class member whatever occurs in class on a day you are absent. Work due on a day you are absent is still due on the due date. Because it is only fair to apply the same requirements to all students, please do not ask for an exemption from the requirements listed above. If you observe religious holy days that are not noted in the academic calendar, please see me by the end of the second week of class.

Any time anyone is presenting, all screens down and away! Let’s be truly hospitable!

You are expected to treat faculty, guest speakers, hosts at off campus meetings, and fellow students with respect. Civility in the classroom and respect for the opinions of others is very important in an academic environment. It is likely that you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected and lack of this will affect your grade.

**A word about cell phones.**
When you are in class, you should not take cell phone calls. They should be turned off when you enter the classroom. If you leave class to take a call, it will affect your participation grade. If you are in an emergency situation and need to be accessible by cell phone, set it to vibrate, and inform me privately at the beginning of class. If you are taking notes with your cell phone, please use it capriciously. Also: no txt msg n cls!!  Rly!!!

**A word about laptops**
The laptop/tablet is a common tool in the classroom. However, while I believe in multi-tasking, as a hospitality professor, I also believe in eye contact, smiling, and acknowledging my presence and my work in the classroom. If I walk around and spot an inappropriate screen at your desk, consider your participation grade to be lowered.

**B. Group Presentation**
You will contribute to a group presentation which will be tied to one of our text chapters. Each student will be expected to contribute equally to this project. I will assign you to a group that will work together to give an oral presentation to the class that details a “real-world” application of the issues discussed in the text. Powerpoint is expected and must be turned in with one group paper that you all have seen! All groups must be asked two intelligent questions from the class before they can sit down! You will be graded on content, creativity and effective skills in voice, visuals and velocity of presentation.

**Group Paper**
In addition to the powerpoint from the group presentation, the group will also turn in a typed 12 font paper detailing the information given in their oral presentation and commenting on their reactions to what was presented. I will have a further handout with more details of this assignment.

**C. Exams**
The mid-term exam will cover the chapters we have studied to that point in the semester. It will be a combination of multiple choice, true / false, fill-in-the-blank, and short answers. It may or may not be given online.
The final exam is cumulative, and will cover all chapters in our text. It will be in the same format as the midterm exam. It may or may not be given online.

D. In class homework assignments
For some chapters, I will assign an activity for you to complete and submit to me by the next class or to share with the next class. These assignments may be research-based, or they may ask you to practice some of the techniques we are learning from that chapter, or ask your opinion about some of the issues that we have been discussing in class. Chapter assignments are formally typed and cannot be made up. You may drop one of the assignments.

E. Field Trips
You will be asked to meet at a specific location at a specific time, hopefully, class time but not always. We will attend an all day conference with MPI in San Francisco at the Grand Hyatt on Sept. 21, 2013. You are required to attend 2 out of 3 field trips. Car pooling is suggested. A follow up evaluation of what you observed will be required. On my priority list are the following: San Jose, Santa Clara and San Francisco Convention Centers.

F. Face to face meeting or event.
You will join a team and be responsible for the planning and execution of one meeting or event. You will be evaluated on your ability to produce and carry out major responsibilities including working with teams and independent event management. More information to be given in class and through email.

G. Event volunteer
You will be required to volunteer at two events throughout the semester for a minimum of 5 hours at each event. These cannot be your current internship or work sites! Dr. Sullivan will have events throughout the semester to offer you, many paid! Your experience must be documented in a one page description of the name of the event, its location and what you did. It must be signed by a member of the sponsoring event organizer and uploaded to Canvas by December 10, 2015.

Final total percentage range and letter grade:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 – 100</td>
<td>A+</td>
</tr>
<tr>
<td>93 – 95</td>
<td>A</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A-</td>
</tr>
<tr>
<td>86 – 89</td>
<td>B+</td>
</tr>
<tr>
<td>83 – 85</td>
<td>B</td>
</tr>
<tr>
<td>80 – 82</td>
<td>B-</td>
</tr>
<tr>
<td>76 – 79</td>
<td>C+</td>
</tr>
<tr>
<td>73 – 75</td>
<td>C</td>
</tr>
<tr>
<td>70 – 72</td>
<td>C-</td>
</tr>
<tr>
<td>66 – 69</td>
<td>D+</td>
</tr>
<tr>
<td>63 – 65</td>
<td>D</td>
</tr>
<tr>
<td>60 – 62</td>
<td>D-</td>
</tr>
<tr>
<td>59 and below</td>
<td>F</td>
</tr>
</tbody>
</table>
Dr. Sullivan’s Teaching Philosophy: I want to help you learn and learn with you while we have fun along the way! I want to be a facilitator to you as you are introduced to the book, information, SJSU and each other! In this class, I believe that sometimes you can lead the group! I expect your best. I expect you to read the books, take notes, go back over your notes after each class. Arrive early to class, pay attention, ask questions, work with others. I expect you to turn your cell phones off before class, don’t come in late or leave early unless absolutely necessary. I teach not only through lecture and discussion but with example. I use the readings and the field trips and guest speakers as additional help. I love to teach, have received some special awards for it, and want you to leave the class feeling special, ready to go and more aware of how to make this a more courteous and kind world! Be a great hospitality major and alum eventually!!!

Academic Integrity
Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty.

University Policies
Students should know that the University’s Academic Integrity Policy is available at http://sa.sjsu.edu/judicial_affairs/faculty_and_staff/academic_integrity/index.html. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accomodations Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

Student Technology Resources
Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112.

Learning Assistance Resource Center
The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at http://www.sjsu.edu/larc/.
SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter/about/staff/.

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentor Center website is located at http://www.sjsu.edu/muse/peermentor.

Table 1: Course Schedule
Subject to change without notice

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignment</th>
<th>Chapter(s) to read</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 8/30</td>
<td>Intro and Welcome to MEEC-Meetings, Expositions, Events, and Convention Industry</td>
<td></td>
<td>1.</td>
</tr>
<tr>
<td>2. 9/1</td>
<td>What is a meeting? Who holds meetings? Who are meeting venues? Who plans meetings? Organizers and Sponsors</td>
<td>1-2. SLO 1</td>
<td></td>
</tr>
<tr>
<td>3. Week of 9/6</td>
<td>Destination Marketing Organizations (DMOS) Meeting and convention Venues</td>
<td>3. and 4. SLO 1.1</td>
<td></td>
</tr>
<tr>
<td>4. Week of 9/13</td>
<td>Exhibitions and Trade shows Service Contractors</td>
<td>5. and 6. Handout SLO 1.1 and 1.2</td>
<td></td>
</tr>
<tr>
<td>5. Week of 9/20</td>
<td>Destination Management Companies Field trip San Jose Convention Center</td>
<td>7. SLO 3.0</td>
<td></td>
</tr>
<tr>
<td>6. Week of 9/22</td>
<td>Planning and Producing Meetings and Conventions Review for Midterm</td>
<td>9. SLO 3.1</td>
<td></td>
</tr>
<tr>
<td>7. Week of 9/27</td>
<td>Field trip Santa Clara Convention Center Test 1</td>
<td>SLO 1.2</td>
<td></td>
</tr>
<tr>
<td>8. Week of 10/4</td>
<td>Food and Beverage</td>
<td>10. SLO 5</td>
<td></td>
</tr>
<tr>
<td>9. Week of 10/11</td>
<td>Legal Issues in the MEEC industry Contract negotiations facility management</td>
<td>SLO 5</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Activity</td>
<td>SLO</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>10/18</td>
<td>No classes IMEX America</td>
<td>5 and 6</td>
<td></td>
</tr>
<tr>
<td>10/25</td>
<td>Green Meetings and Social Responsibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/1</td>
<td>Field Trips</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>11/8</td>
<td>Virtual and Hybrid Meeting Production</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>11/15</td>
<td>Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/22</td>
<td>No Classes! Happy Thanksgiving!</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>11/29</td>
<td>International Meetings</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>11/29</td>
<td>International Meetings</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Final Exam:** Tuesday, December 15\(^{th}\) at 9:45 am

---

**Text Outline**

CHAPTER ONE – INTRODUCTION Chapter Outline

Introduction
- What a Difference a Day Makes
- Accepted Practices Exchange
- What is a Meeting?
- Industry Terminology and Practice
- The Organizational Structure of the Hospitality Industry—How MEEC Fits in
- Background of Industry Economic
- Impact Scenario Planning
- Why Have Meetings?
- Evolution and Maturation of the MEEC Industry
- MBECS
- This Book: Meetings, Expositions, Events and Conventions: An Introduction to the Industry
- Employment in and around the MEEC Industry
- What Does a Meeting or Event Planner Do? Future Trends

Summary
- Key Words and Terms
- Review and Discussion Questions
- About the Chapter Contributor

CHAPTER TWO - MEETING, EXHIBITION, EVENT, AND CONVENTION ORGANIZERS AND SPONSORS

Chapter Outline
Purpose of This Chapter
   Who Holds the Gatherings
   Corporations Associations
   Government
   Entities That Help Organize Gatherings Exhibition
   Management Companies Association Management
   Companies Meeting Management Companies
   Independent Meeting Managers Professional
   Congress Organizers
   Professional Associations Supporting Independent Planners
   Other Organizations Arranging Gatherings
   The Future of Meetings, Organizers, and Sponsors
Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributor

CHAPTER THREE - DESTINATION MARKETING ORGANIZATIONS (DMOS) Chapter Outline
Introduction
The Role and Functions of Destination Marketing Organizations
   What Is a Destination Marketing Organization? The Purpose of a DMO
   If DMOS Do Not Charge for Their Services, How Do They Make Money? Why Are Meetings and Tourism Important?
What A DMO Can Do for Meeting Professionals?
   Advantages of Using a DMO to Plan a Meeting
   What Meeting Planners Need to Know about DMOS
   Activities of DMOS Relative to Convention Marketing and Sales
Site Review and Lead Process
Site Inspections
DMO Services for Meeting Professionals
   What Information Do DMOS Have about Hotels? Destination Marketing Association International
Marketing Association International
   About the Destination Marketing Association International
EmpowerMINT.com
Destinations Showcase
DMAI Professional Development Offerings Certified
Destination Management Executive PDM Program
Accreditation DMAI
Research Research Studies
Destination & Travel Foundation
Future Trends
Summary
Key Words and Terms
Review and Discussion Questions Internet Sites for Reference Contact Information
About the Chapter Contributors

CHAPTER FOUR – MEETINGS AND CONVENTION VENUES Chapter Outline
Introduction
Hotels
Convention Centers
Conference Centers Retreat
Facilities Cruise Ships
Specific Use Facilities Colleges and Universities Unusual Venues

   Common Issues
   Obstacles Power
   Rigging Floors
   Access
   Function Rooms and Setups Auditorium
   and Theatre Style Classroom Style
   Rounds

Future

Summary

   Recommendations for Dealing with All Venues

Key Words and Terms

Review and Discussion Questions

About the Chapter Contributor

CHAPTER FIVE – EXHIBITIONS Chapter

Outline

Introduction

History

   The State of the Exhibition Industry

Types of Exhibitions

   Business-to-Business Shows (B2B) Business-to-
   Consumer Shows (B2C)
   Consolidation Shows (Also Called Combined or Mixed Shows) Exhibition

Management: Key Players

   Exhibition Organizer
   Facility Manager
   General Service Contractor

Considerations in Planning the Show

   Location
   Shipping and Storage Marketing and
   Promotion Technology
   Risk and Crisis Management

Exhibitor Perspective

   Why Exhibit?
   Exhibit Design Principles
   Staffing the Exhibit
   Measuring Return on Investment

Future Trends

Summary

Key Words and Terms

Review and Discussion Questions

References

ABOUT THE CHAPTER CONTRIBUTORS

CHAPTER SIX – SERVICE CONTRACTORS Chapter

Outline

Introduction

Definition of the Service Contractor

Service Contractors Responsibilities

   General Service Contractors
   Trade Unions

Evolution of Service Contractors

Organization of a Services Contracting Company
CHAPTER NINE – PLANNING AND PRODUCING MEEC GATHERINGS

Introduction
Setting Objectives
Creating Meeting and Event Objectives
Importance of Education
Professional Certifications
Needs Analysis
Developing SMART Objectives
Examples of Meeting Objectives
Site Selection Request for
Proposal Budgetary Concerns
Step 1: Establish Goals
Step 2: Identify Expenses
Step 3: Identify Revenue Sources
Cost Control
Control in MEEC
Designing the Evaluation
Program Implementation Program
Types Program Content
Session Scheduling
Refreshment Breaks and Meal Functions
Speaker Arrangements Audiovisual
Equipment Managing Speakers On-Site
Ancillary Activities
Registration Registration
Registration Fees
Preregistration
Housing
Meeting and Event Specification Guide
Pre- and Post-Con Meetings Pre-
convention Meeting Post-convention
Review
Future Trends
Summary
Key Words and Terms
Review and Discussion Questions
References
About the Chapter Contributor

CHAPTER TEN – FOOD AND BEVERAGE

Introduction
Catered Events
Off-premise Catering
On-premise Catering
Style of Service
Menus
Food Consumption Patterns
  Some General Guidelines
Menu Restrictions
Food and Beverage Attrition
Beverage Events
  Reasons for a Beverage Event
Categories of Liquor
  Spirits
  Wine
  How Beverages Are Sold
  Labor Charges
Hospitality Suites
Rooms
  Room Setups
  Room Rental Charges
  Service
  Tables
Future Trends
Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributor

CHAPTER ELEVEN – LEGAL ISSUES IN THE MEEC INDUSTRY Chapter Outline
Introduction
Negotiation
Contracts
  Parol Evidence
  Attrition
  Cancellation
  Termination
  Dispute Resolution
Risk Management
  How Risk Management Affects Your Meeting or Event
Americans with Disabilities Act
Intellectual Property
  Recording or Videotaping Speakers
Labor Issues Ethics in MEEC
Supplier Relations Future
Trends Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributor

CHAPTER TWELVE – TECHNOLOGY AND THE MEETING PROFESSIONAL Chapter Outline
Introduction
Before the Event or Conference
  Virtual Site Selection and Research
  Technology and Site Inspection
  Meeting Industry Information Portals
Marketing and Communications
Web sites and Strategic Communications
Event Web sites
Social Media
Room Design Software
Selling the Show Floor
Online Registration
Desktop Applications
During the Event
Setting Up Your Infrastructure
Bandwidth
Conference Apps
Two Essential Flavors
Wired versus Wireless or Both?
Digital Recording and Streaming Media
NFC and RFID
Interactive Nametags and Networking Devices
Lead Retrieval Systems
Audience Response Systems and Speaker Interaction
Attendee Blogging and the Social Conference
Augmented Reality
Post-conference Technology Applications
  Evaluations and Surveys
  Marketing the Media
Virtual Gatherings
  Webinars
  Hybrid Meetings
  Virtual Trade Shows
Future Trends
Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributors

CHAPTER THIRTEEN – GREEN MEETINGS AND SOCIAL RESPONSIBILITY Chapter Outline
Introduction to Green Meetings
Why Go Green—The Bottom Line
  Economic
  Social
  Triple Bottom Line
Opportunities to Go Green
  Greenwashing
  Definition
  Identifying
  Prevention
Green Meeting Standards
  ASTM/APEX Green Meeting Standards
  ISO 20121
  Third-Party Industry Certifications
Evaluating Efforts
  Carbon Footprint Calculator
  City Scorecard
Going Green versus Sustainability
Future Trends
CHAPTER FOURTEEN - INTERNATIONAL ASPECTS IN MEEC Chapter Outline

Introduction

How MEEC Varies around the Globe

Europe
The Largest Exhibition Venue
Large International Trade Fairs and Congresses
The European Society of Cardiology (ESC) Congress

Asia
Australia
Africa
Middle East
Latin America

Ownership, Sponsorship, and Management Models
Professional Congress Organizer

Important International Meeting and Trade Fair Associations
World Trade Centers Association
The International Congress and Convention Association

International MEEC Considerations

Lessons to Be Learned
Methods of Exhibiting
Terminology
Contractual and Procedural Issues
Customs Clearance
Protocol
Examples
Determining Whether to Participate

Other Considerations
Trade Fair Certification
Future Trends

Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributors

CHAPTER FIFTEEN – PUTTING IT ALL TOGETHER
Chapter Outline
Introduction
The Association
Goals
Budget
Income
Request for Proposal (RFP) First Site Inspection
Day One
Day Two
Day Three
Second Site Inspection
Day One
Day Two
Day Three
Marketing Committee Creation of
the Program Partnerships
Contracts
One-Year to Six-Month Countdown
Six Months to Day of the Meeting
  Month Five
  Months Four and Three
  Month Two
  Month One
  Pre-meeting Activities
  Meeting Day Activities
After the Meeting
  Immediate Post-meeting Activities
  Two-Month Post-meeting Activities
Summary
Key Words and Terms
Review and Discussion Questions
About the Chapter Contributor