**San José State University**

### Department of Hospitality, Tourism & Event Management HSPM 140 Meeting, Convention and Event Industry

# Spring 2019

## Course and Contact Information

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| Instructor: | Katie Chapin-Moon, CMP |
| Office Location: | MacQuarrie Hall 437 (MQH437) |
| Telephone: | (408) 924-3000 Main Office / (408) 221-0153 Cell (text msgs are ok) |
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| Office Hours: | Thursdays; 5:30 PM – 6:00 PM |
| Class Days/Time: | Thursdays; 3:00 PM – 5:30 PM |
| Classroom: | Business College 225 (BC225) |

## Course Description

Introduction to meeting planning and convention services. Focus is on multi-day programs for corporations or associations, including logistics, technology, vendors, and event design.

### Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

* Identify differences in corporate, association, and third party meeting planner roles
* Understand and be able to perform the basic logistics duties of planning a multi-day program
* Understand and be able to perform the basics of meeting design
* Understand and be able to utilize current meeting technologies
* Understand and be able to identify key components of event vendors
* Prepare a meeting event, including objectives, strategies, logistics, and management

## Required Texts / Readings

### Textbook

No textbook is required for this course.

### Other Readings

The following are recommended reading for this course. I would encourage you to look for used books online before purchasing.

* Professional Meeting Management, Comprehensive Strategies for Meetings, Conventions and Events. 6th edition. Professional Convention Management Association. *This is a required text to obtain a CMP certification.*
* Events Industry Council Manual. 9th Edition. Events Industry Council. *This is a required text to obtain a CMP certification.*

### Other Technology Requirements / Equipment / Material

Online resources may be distributed throughout the course and will be provided to all students.

## Course Requirements and Assignments

This course will be divided into the following requirements.

Exams. One midterm exam will be given (worth 200 points) and one final exam (worth 200 points). The exams will consist of multiple choice and true/false questions from class materials. No makeup exams will be given without a verified excuse (e.g., university sports travel).

Assignments. Individual assignments will be tasked after each module listed on the class schedule. Modules are based loosely on the framework provided for certification as a Certified Meeting Professional (CMP). Each assignment is valued between 15-25 points, for a total value of 200 points. All assignments prior to the midterm should be completed before the midterm exam to receive assignment credit. Assignments submitted after their due dates will be graded less a 10% penalty.

Virtual Meeting. More and more industry meetings now incorporate or rely on virtual components or hybrid meeting technology. This assignment is tied to the Meeting Design Project and is worth 100 points.

Meeting Design Project. This project will be assigned throughout the semester and will be a final culmination of information and skills from the materials covered in class. It is worth 800 points. A team project, you will complete this in groups of 4-5 students. Paired with an events professional mentor, each team will provide both a written and oral presentation in the second half of the semester. Details of this project will be provided in the first weeks of the semester; however, the project will consist of the following elements:

* An initial in-class meeting with your event professional
* A minimum of one internet or web-based virtual meeting with your event professional (Virtual Meeting; graded separately from this project – see above)
* A written presentation / RFP (Request For Proposal)
* An oral presentation of your RFP, to be presented in front of the class and a panel of event professionals. The event professionals will provide supplemental grading input to each group presentation.

The RFP (Request For Proposal) requirements will cover the following curriculum knowledge:

1. Meeting Objectives
2. Venue Site Selection
3. Agenda & Theme
4. Logistics
5. Vendor Requirements
6. Budget Management

Emphasis for this project will be on the rationale behind your decisions, as well as the process used to complete the project. Less emphasis will be placed on the details of the actual event or meeting specifics. During the oral presentation, teams should be prepared to answer why they completed their projects in the manner presented, as the panel of event professionals may ask questions.

The [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf), Course Syllabi (http://www.sjsu.edu/senate/docs/S16-9.pdf) requires the following language to be included in the syllabus:

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Examination or Evaluation

In addition to the Meeting Design project, which is a culmination of material covered during the semester, one final exam will be administered in-class. The exam will consist of multiple choice and true/false questions from class materials. No makeup exams will be given without a verified excuse (e.g., university sports travel). The final exam is worth 200 points and will be offered in-class only.

## Grading Information

This class is based on a 1,500 total points value system

* Midterm Exam (200 pts)
* Assignments (200 pts total)
* Virtual Meeting (100 pts)
* Meeting Design Team Project (800 pts)
* Final Exam (200 pts)

Grading Scale

|  |  |  |
| --- | --- | --- |
| A plus = 100% to 97% | A = 96% to 93% | A minus = 92% to 90% |
| B plus = 89% to 87% | B = 86% to 83% | B minus = 82% to 80% |
| C plus = 79% to 77% | C = 76% to 73% | C minus = 72% to 70% |
| D plus = 69% to 67% | D = 66% to 63% | D minus = 62% to 60% |
| F = 59% to 0% Unsatisfactory |  |  |

Extra Credit

If desired, you may submit extra credit for consideration towards your final grade. Options for extra credit are listed below:

* Work a professional event (paid or volunteer)
* Become an active member of a professional meeting or event association

Working an Event:

You may choose to work an event within the Meeting, Convention & Event Industry in either a paid or volunteer position. To submit this experience for extra credit you must provide a written summary of the event and your experience (minimum 5 paragraphs) and a signed letter from an official event organizer attesting to your experience and role at the event. Extra credit will be assigned based on your role at the event and the overall scope of the event. Please speak to me in advance if you’d like to guarantee your experience might qualify for extra credit.

Become an Association Member:

There are a variety of professional organizations students and professionals can join to further their industry experience. Extra credit will be assigned to students who engage in a professional association membership and can submit proof of enrollment. Associations for consideration may include PCMA (Professional Convention Management Association), MPI (Meeting Professionals International), CEMA (Corporate Event Marketing Association), ILEA (International Live Events Association), NACE (National Association of Catering & Events), IAEE (International Association of Exhibitions & Events), ACPWC (Association of Certified Professional Wedding Consultants), and more. Many organizations offer student discounts for new members enrolled in classes. Please speak to me in advance if you’d like to guarantee your membership might qualify for extra credit.

## Classroom Protocol

Sharing of ideas, critiques, and experiences is vital for this class to be productive. Just like the meetings industry – your presence is the success of the program! While attendance is your own responsibility, you are expected to attend class with an engaged and present attitude. NOTE: you will not receive enough information from just reviewing posted slides to excel in this class. This may affect your participation in assignments, as well as your grade on exams. Please plan your attendance accordingly!

Computer Use in Class

It is my experience that students who use a laptop in class are tempted to multi-task during class time. While I can appreciate the attempt to finish many tasks as once (and value it within the events industry!), I would encourage you not to bring your laptop to class. PowerPoint’s or materials provided in class will be distributed to students after each class session. If you would like to take notes, I would encourage a good old-fashioned notebook with pen.

If you do bring your laptop to class, please note that material will only be covered once. If multi-tasking directs your attention elsewhere during class and you miss material during it’s initial discussion, this is of your own volition. Materials will not be repeated due to inattentiveness. If another course’s assignments are pressing, please elect to focus on its completion rather than come to class. Remember that you are not penalized due to non-attendance (though you will miss the materials & discussions from classes skipped).

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/. Make sure to review these university policies and resources.

# Meeting, Convention & Event Industry (HSPM 140)

# Spring 2019 – Course Schedule

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

## Course Schedule

| **Week** | **Date** | **Topics, Readings, Assignments, Deadlines** |
| --- | --- | --- |
| 1 | Jan-24 | Introductions / Review Syllabus / Class Goals & Objectives |
| 2 | Jan-31 | Planning within the Meeting, Convention & Event Industry – An Overview |
| 3 | Feb-7 | Strategic Planning / Introduction to the Meeting Design Project |
| 4 | Feb-14 | Working in the Industry (DMC’s, DMO’s, Planners, Suppliers, etc.) |
| 5 | Feb-21 | Meeting Objectives / Agenda & Theme / Site Selection / Registration |
| 6 | Feb-28 | Vendor Contracts & Negotiation / Hotel Room Blocks |
| 7 | Mar-7 | Food & Beverage / Audio Visual |
| 8 | Mar-14 | Midterm Exam / Event Professionals – A Panel of Industry Guest Speakers |
| 9 | Mar-21 | Budget Management / Sponsorships |
| 10 | Mar-28 | TEAM PROJECTS WORK DAY (in-class time for discussion and questions) |
| 11 | Apr-4 | **Spring Recess – No Class** |
| 12 | Apr-11 | Sustainability / Green Meetings / Risk Management |
| 13 | Apr-18 | Event Documentation & Communication |
| 14 | Apr-25 | TEAM PROJECTS WORK DAY (in-class time for discussion and questions) |
| 15 | May-2 | Event Marketing / Using Events for Company ROI |
| 16 | May-9 | Meeting Design Team Project Final Presentations |
| 17 | Tues  May-21 | **\*\*NOTE DATE CHANGE\*\***  Final Exam @ 14:45-17:00 (2:45-5:00 PM) |