COURSE SYLLABUS

HSPM 140 – Convention Management

Spring Term, 2018
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Department of Hospitality, Tourism and Event Management – SJSU

Class Time: M W 10:30 − 11:45 pm	**Location:** M W Clark 310
Office Hours: Monday, 1:00-4:30 pm Tuesday, Thursday, 11:30 am – 2:00 pm I'll be happy to meet you at other hours – just let me know what works for you & I'll try to accommodate it	**Office:** MacQuarrie Hall 438B
	E-mail: dan.cormany@sjsu.edu *please* 1) Use this for all email to me – don't use the canvas email as I don't receive them as quickly 2) *However, do turn in assignments through canvas, rather than email*
	Phone: 408-924-2220
	Cell: 702-427-3130 *(please, not later than 10 pm or earlier than 10 am - remember to ID self on texts)*

Text:

Online modules from EventMobi will be our text (main focus is using technology in meetings). Enroll in this at: https://www.academy.eventmobi.com/learn.   Once you have done that, they will send you an email with your log in information. The email will come from academy@eventmobi.com Roughly 1-2 weeks later, you will receive a second email from support@eventmobi.com that will have the activation code for your complimentary event app. *You need to activate the app within one week, otherwise the code will expire.*

This is all free. The modules you complete will be about three-fourths of all needed to receive a certificate in "Meeting and Event Technology" – a good item for an event planner's resume.

Recommended:

Professional Meeting Management, Comprehensive Strategies for Meetings, Conventions and Events. 6th edition.   Professional Convention Management Association. (www.kendallhunt.com/pcma/). (Also check Amazon for prices used) – A required text to eventually obtain a CMP certification.

Course Description:

Emphasis is on introductory details needed for planning meetings, and conferences. Focus is on multi-day programs for corporations or associations – logistics, technology and design.

Course Objectives

Upon successful completion of the course students will be able to:
- Identify differences in corporate, association, and third party meeting planner roles
- Prepare a basic meeting, including meeting objectives, food service, audio visual, and event arrangements
- Understand and be able to perform the basic logistics duties of planning a convention

- Understand and be able to perform the basics of meeting design
- Understand and be able to utilize current meeting technologies

Class Format:

Sharing of ideas, critiques and experiences is vital for this class to be productive.

You will make a short presentation (see assignment section below), but at all times you are expected to be engaged and ready to discuss material being covered. Caution!: you will NOT receive enough information from just reviewing power points to allow you to do a decent job on assignments, so the final grade will be affected by the quality of your work, and that quality will be impacted by non-attendance.

Computer Use in Class:

From experience, I've learned that students using computers in class are attempting to multi-task, and I've not found any who do that well (nor have researchers who have studied this). When computers are used, I have consistently found myself re-covering material from class which the computer user finds necessary to ask as they were not attentive during the presentation. While I'll be glad to answer specific questions and assist in your understanding in any way I can – I sincerely want you to grasp all information provided - I will not cover the same material a second, third, or fourth time due to lack of attentiveness. Please understand, it is unfair to ask.

You are not able to fully participate when on Facebook or doing another course's assignment and when much of the class is doing the same thing, questions and discussions grind to a halt. If another assignment is that pressing, please elect to focus on its completion rather than come to class. You are not penalized for non-attendance – albeit you will miss the material presented.

Canvas Use:

Canvas services are used extensively in this course. All lecture notes, assignments, and examples are located on Canvas. There are also many student resources available to you under "student resource" section pertaining to special events.

Grading Scale:

97% and Above A+	80-82% B-
93-96% A	78-79% C+
90-92% A-	70-77% C
88-89% B+	60- 69% D
83-87% B	Below 60% F

This class is based on an 1800 total points system.

EXAMS: (TOTAL 300 POINTS)

One midterm exam will be given worth 150 points and one final, worth 150 points. The exams will consist of multiple choice and true-false questions from class material and the modules assigned. They will be given on Canvas. No make-up exam will be given without verified excuses (e.g., university sports travel). *To replicate the real world, exams are open note. However don't be lulled into a feeling of security by the open note/power point option!*

ASSIGNMENTS: (TOTAL 425 POINTS)

There are no books required for this class. Instead, we are using the online lessons from EventMobi in order to address the technology aspects of meeting planning, and to provide students a considerable payoff with a Certification in Meeting and Event Technology. See page one for enrollment instructions.

These "Modules" are identified on the class schedule below and must be completed to receive credit. (For the record, it is visible to me whether you spent the predicted amount of time completing the module or logged on for only a few seconds.) There are 17 modules, each worth 25 points, for a grand total of 425 points. The modules are estimated to take a total of about 6 hours to complete, although none are longer than 20 minutes. Therefore, it is recommended that you stay current on these. All modules prior to the midterm must be completed by the midterm in order to receive class credit.

Participate in a Webinar, Virtual Meeting or Hybrid meeting (100 points)

Webinars, Virtual Meetings and Hybrid meetings are being incorporated more in meeting plans annually. In fact, they appear to be encouraging attendance at live meetings. However, their format and structure are different. Please identify a webinar or virtual meeting pertaining to meetings, events, hospitality or tourism, sign up and attend it. (These can be found in many places, including association websites, Bizbash, MPI, PCMA, Meeting Manager's Blog, Smart Meetings, Meetings & Conventions, etc.) A form is provided on Canvas on which to summarize your experience.

DESIGN OF A MEETING, ACCORDING TO SPECIFICATIONS -- WORTH 875 POINTS

*This is a team project of 4-5 members per team. Unlike the Special Events project, this is **NOT** a sales project, but it is a professionally presented body of work, and a professional presentation (both written and oral) is vital.*

This project involves professional meeting planners who will meet with the group for the duration of one class period, answering all questions posed to them by the group, similar to a meeting owner. Items expressly given to the group include:
- Firm, Corporation or Assn holding the meeting (type, condition)
- Purpose of the meeting and approximate length
- Approximate numbers anticipated
- General demographics and psychographics of attendees
- Time of year
- Approximate budget per attendee

The group is welcome and encouraged to ask additional questions or pursue additional clarification.

From this meeting, the group is to construct – in a coherent, consistent written manner – the following items and reports:
- Choose two appropriate sites – prepare site visit reports with *rationale* as to why they were selected
  - You need to visit two local facilities appropriate to service meetings such as you are being asked to plan. Most usually, this will be a hotel, although a convention center or a conference center is also possible. Items to be covered in this report will be covered in class, and we will have a "sample site visit" to prior to your individual site visit.   While it is not expected (in fact it is discouraged) that you ask for a site tour from the sales department – they won't want to take the time - please visit the facility's sales office and ask for a sales packet as its material will be helpful for your visit report. You may also ask them for any information you could not find, like the total number of guest rooms, a catering menu, etc.
  - *Note that this is a different type of site visit than that for a special event* – not only will you be using more event space, but there are also factors of transportation, guest rooms, storage areas, office areas, etc., to be considered which are not frequently a part of special event planning. A space that works well for a special event may not serve well a meeting, or vice versa.

- • Photography of the site is encouraged, both to enhance the report and to assist you in remembering details.
- Determine conference agenda/ theme/ objectives – provide *rationale*
- Determine room sets, with *rationale*, and specify use of AV or other technology
- Prepare an RFP for the most desired site (including guest room block, and all support facilities) – be sure to *explain how* you determined room block
  - • The RFP you construct will be for the conference you are planning. Caution, in planning your full conference agenda take care to consider all needs are included (don't forget to include all space needs, such as for storage, registration, office, press (if applicable), etc.). The points will be assigned based upon the completeness, the consistency, and the detail of the request. The RFP must include both a request for all meeting, event, f & b (what functions – not exact menus) and management space and the guest room block needed for each evening. This means that the general flow of your program and its space needs to be first worked out before an RFP can be constructed. This may be of help in organizing your RFP:
  - • (http://www.conventionindustry.org/StandardsPractices/APEX/RFPWorkbook.aspx)
  - • *While RFP's may or may not be used for special events, they almost always are needed for meetings and conventions, as needs are much more complex. If it is not listed in the RFP, there is no guarantee you will be able to add the space later, so the discipline of calculating needs at the beginning is essential for successful meeting planning.*
- Select recommended food and beverage functions, including menu selections and *rationale*
  - • All F&B needs, along with prices, must be prepared. (NOTE: The menu prices may be from a location different from your selected venue, but the source of pricing must be identified.) Only one source of menus may be used. If you are requesting special menus, you may estimate prices based upon comparable recipes from the same source's menus.
  - • This is to include menu items, quantities, guarantee numbers, and service style (buffet, plated, hand passed, etc.) that YOUR program needs. This is not just turning in a property's catering menu. You must determine your needs and quantities and figure total costs (including taxes and service charges).
- Determine if speakers are to be used, and recommend appropriate topics and formats with *rationale*
- Do you recommend any social events, recreation, guest programs? *Rationale*?
- Prepare an approximate budget based on actual prices of F&B, guest room rates and AV costs

Presentation of the information compiled or created will be to the same meeting planner and an additional one. Emphasis in this presentation should be on the "why" – what is the rationale behind the decisions chosen by the group? The meeting planners may ask any questions they choose. At the end of the class, each meeting planner will evaluate two group presentations, the evaluations of which will be given to the professor for final grade judgments.

CLASS PARTICIPATION:

I strongly encourage you to attend all classes and be an active participant – it is the best way to truly learn a subject. I realize that sometimes, however, life interferes, and therefore students here are treated as adults and may make their own choices in attendance when I am teaching.

However, when there are tours, guest speakers, or other students presenting, both out of respect and courtesy for those who have prepared materials for you (with no compensation, I might emphasize), attendance will be taken on the days on the syllabus marked in tan. Ten points are awarded for each day in attendance for

these nine days, with an additional 10 points to students attending all nine of these days. Therefore, total class participation points = 100.

Total Class Points Available = 1800

EXTRA CREDIT:

If you wish, you may submit extra credit, all of which are related to professional preparation. The three options for extra credit are: 1) Working an event; 2) Obtaining professional business cards (very important for networking), and/or 3) Becoming an active member of a professional meeting or event planning association.

Working Events (points determined per event – *please clear these efforts prior to the event to receive credit*)

Opportunities will be offered throughout the semester or may be sought out by you, but in any case, must be accompanied by signed verification of your work by a member of the event production team, and a one page report on duties performed, lessons learned, and critique of the good and bad aspects of the event from a planner's perspective.

Purpose: Hands-on learning.

Join A Professional Event Planning Association, and attend at least one local meeting (40 points)

The networking opportunities presented by professional associations is nearly essential for you to enter the industry. All the professional associations offer deeply discounted rates for students. Recommended organizations include: Meeting Professionals International (MPI); Professional Convention Management Association (PCMA); International Live Events Association (ILEA, formerly ISES); National Association of Catering and Events (NACE); International Association of Exhibitions and Events (IAEE). I'll be glad to discuss with you which organization might best serve your professional goals prior to you joining. NOTE: joining MPI or IAEE is encouraged, but rewarded with only 25 points due to the free offering being made by the school for membership. Highly recommended is the MPI Regional Conference on February 27, for which group transportation to Moscone Center in San Francisco will be arranged.

Purpose: Networking and educational opportunities in the real world.

Complete Certificate in Special Events Medical Services (100 points)

This is about an 8 hour online course requiring the purchase of a book by Clay Richmond and Doug Poore. The training is not in medicine, but in calculating the need for aid stations, especially at sporting and festival events.

Purpose: It is excellent certification for anyone wanting to go into large-scale event production as this is a major piece of risk management.

Course Schedule

Note that several professionals in the events field have been invited to stop by and discuss their jobs or to watch the final presentations made by students in this class with a constructive critique offered to you afterward. Due to these as of yet unconfirmed guest speakers, the course schedule is subject to potential tinkering. However, dates of assignments will not change, and are due on Canvas by Midnight of the due date. 10% will be subtracted for late assignments.

M/W Clark 310	*Day's Topic*	Module assignments may be included in exam questions
W 1/24	Introductions / Review Syllabus	

Date	Topic	Notes
M 1/29	Intro to the MICE Industry	
W 1/31	**Brief Zoom Presentation from Event Mobi.** MICE Industry, continued	
M 2/5	Why Meet? What is included in the typical conference?	Module 1 (Pebble Beach)
W 2/7	Setting Meeting Objectives and working with the Meeting Owner	(Pebble Beach)
M 2/12	**Tour of the Marriott Convention Space**	(Pebble Beach)
W 2/14	Hotel Contracts and Room Blocks	
M 2/19	Food and Beverage	Module 6A, 7A & 7B
W 2/21	Site Visits	
M 2/26	Registration Processes	Module 4A & 4B Exhibitor Show
T 2/27	San Francisco MPI Regional Conference	Exhibitor Show
W 2/28	Creating an RFP and working with Convention & Visitors Bureaus (DMO's)	Exhibitor Show
M 3/5	Audio Visual and working with Tech Companies	
W 3/7	**Meetings at Sea, with Rick Adams***	
M 3/12	**Event Mobi – the Ins and Outs of its Use***	***Webinar Report Due***
W 3/14	Virtual and Hybrid Meetings - Guest Speaker * **Joan Eisenstodt – You mean meeting planning involves Ethics?**	Module 11B
M 3/19	Standard Documents, constructing an ESG, running a PreCon	Module 11A
W 3/21	Meetings with Trade Show Components & Convention Centers	***Mid-Term Week***
M 3/26 - F 3/30	**Spring Break – Have fun!**	
M 4/2	Special Events in Mtgs, Hospitality, Guest Prog., Recreation, Incentive Travel	Module 10A & 10B
W 4/4	**Summary of Technology in Meetings – Eric Amram & Ben Leikach ***	
M 4/9	Networking - a vital part of live meetings	
W 4/11	Introduction to Meeting Design	
M 4/16	Experience Concept, Content Flow, Content Analysis	
W 4/18	**Meeting with Meeting Planner - team consultation ***	Module 9A, 9B
M 4/23	**Alora Fredericks – Corp. Social Responsibility's growing Importance ***	
W 4/25	Budgeting, Sponsorships, Financial Planning	Modules 3A, 3B, 5, 14A,14B
M. 4/30	Team Meeting for group project	
W/ 5/2	Return on Investment – a Growing Issue for Planners	
M 5/7	**Presentation to Meeting Planner of Meeting Design *** *(2 written copies - one for Meeting Planner, copy for prof)*	
	Modules will complete 9.5 of 14 needed for Meeting & Event Technology Certificate *Yet needed: 2, 6B, 8A, 8B, 12A, 12B, 13A, 13B – at your discretion*	***Final Exam (online) – during finals week***
	Yellow Type = Guest Speaker(s) – Attendance required	All 17 must be completed - 25 points each
	Red Type = assignments toward final grade	

See Canvas for details on the content of each module in Event Mobi

14	Evaluate Success and Engagement	Through the use of technology you can easily and rapidly confront the brutal facts within your meeting and event organization and begin to promote continuous improvement. In this unit, we will discuss the difference between quantitative and qualitative data and show you what to measure when. We will take a look at non-financial measures of success in the form of key performance indicators, as well as financial measures or Return on Investment. The unit closes with a practical approach on the use of technology to measure performance.

Part 5 Toolbox (Additional Resources & Reading Material)