

Department of Hospitality Management

HSPM 140 Meeting Convention and Event Management Clark Hall Room 324. Fall, 2013.

1:30-2:45 pm T and Th.

Instructor:	Dr. Kate Sullivan, Professor. Call me Dr. Kate.
Office Location:	54 Spartan Complex.
Telephone:	408-924-3201.
Email:	Kate.Sullivan@sjsu.edu (preferred communication method).
Office Hours:	MW 9-11 am or by appt..
Class Days/Time:	T and Th 1:30-2:45 pm
Classroom:	Clark 324.

COURSE DESCRIPTION

Student Learning Outcomes:

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

1.1 The student will become familiar with a variety of meeting types:

Face to face meetings , virtual 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
- transportation 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 over-all 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 conference 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	virtual meetings	platforms for on line meetings
lighting/heating/ head table	special event planning meeting space assessment	hybrid meetings virtual tradeshow

5.0 The student will demonstrate effective communication skills through presentations.

REQUIRED Text:

Meetings, Expositions, Events, and Conventions, 2012, 3rd edition
Fenich, George G. Isbn -10 0-13-234057-7 Pearson Publishers

Recommended additional text :

Abbey, James R. and Astroff, Milton T. 2012. **Convention Management and Service**, Educational Institute of the American Hotel and Lodging Association.

Additional resources:

Meeting Professionals International Become a student member!

Periodicals:

Meetings and Conventions-monthly

Meeting News-monthly

Association Meetings bi-monthly

International Association of Convention and Visitors Bureau Newsletters, bi-monthly

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>.

Classroom Protocol

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

There are times when I may be late or ill and I will give you notice via email 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

	Dates	SLO	Points
A. Participation		3	10
B. Trends in hospitality	Presentations Sign up and commit to a date	1, 2, 3, 5	10
	Reaction paper and power point	2.1 & 4	10
C. Mid Term/Final		2, 4, 5	15/20
D. Field Trips	TBA	2, 4, 5	10
E. Event planning	Ongoing; Every 2 weeks, 15 questions,	4	15
F. On line Quizzes	20 minutes per quiz		
	Total		100

Explanation of the above requirements:

A. Class Participation

Attendance is expected and roll will be taken. You must come to class prepared, speak up, have something to say. It means reading before class and arriving at class with something to say, whether it is a question, comment or a topic. Quieter students need to speak up and more talkative students need to help the professor draw out the quiet ones. Asking questions of your peers is appropriate and encouraged. For example, " Why do you feel that way?" "That's interesting, can you say more?" Open communication means respecting the opinions of others, especially ones you disagree with. We come from a variety of backgrounds with a variety of opinions, thus, making a rich background for discussion. You must be willing to listen. You will be assessed for this 10% through your participation in each class discussion, in class assignments, activities and interaction with fellow students and the professor. If you keep showing up late or leaving early, it will be noticed and points deducted.

B. Conference and convention trends/issues presentation

In a well organized manner, you and one other student (or you may work alone) will tell the class about a trend or relevant and current issue in the resort or private club industry. You will be timed! Maximum 5 minutes or you receive a zero. Under 3 minutes, you receive a zero. Students in audience must ask two questions or you receive a zero. Powerpoint or Prezi or other visuals must be used or you receive a zero. A reference source must be turned in on one sheet of paper at the end of your presentation only (no late papers accepted) so that you can be verified that you did not plagiarize or you will receive a zero. You cannot cut and paste this assignment. I want to really hear and see a trend or issue in the meetings mgt. industry! You may not stand up and be a commercial for a meeting product! e.g. This app is really great because...You can, however, discuss several apps facing used worldwide...Floodlight don't spotlight an issue or trend! Your voice will be able to be heard in the back of the room or you will not pass this assignment! You may use any props to strengthen your 3-5 minute presentation. You will BOTH also explain why this trend is important to meeting and convention development and hospitality in general. **On the day of your presentation, a summation of your presentation (topic, source of visuals, etc) and a list of the information sources you used will be handed to me. 12 point font please!**

C. Midterm and Final Examinations

A midterm examination and a comprehensive final examination are given to assess your ability to absorb the information covered in the class. Examinations will include true and false, multiple choice, short definitions, matching, and mini-essays. If you would like to see a copy of other exams I have given, ask me and I will

bring one to class. Don't let your reading stack up until the last week before the final. It will show. Study continuously.

D. 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, Network Meeting Center in Santa Clara and Club Auto Sport in San Jose. IMEX is the tradeshow of all tradeshow to be held Oct 13-16, 2013 in LAS VEGAS. Class fieldtrip voluntary! I suggest you go!

F Face to face meeting or event.

You will join a team and be responsible for the planning and execution of one public 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.

NorCAL "Experience Hospitality" Hospitality Expo- October 25, 2013

MIK Library California Room Reception -The History of Hospitality

Glass House Gala Opening- Dec, 2013

SJCC expansion opening- October, 2013

Frye's Open Golf Tournament- October, 2013

HSPM 21st Birthday, April, 2014

Final total percentage range and letter grade:

96 – 100	A+
93 – 95	A
90 – 92	A-
86 – 89	B+
83 – 85	B
80 – 82	B-
76 – 79	C+
73 – 75	C
70 – 72	C-
66 – 69	D+
63 – 65	D
60 – 62	D-
59 and below	F

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!

University Policies

Students should know that the University's [Academic Integrity Policy](http://sa.sjsu.edu/judicial_affairs/faculty_and_staff/academic_integrity/index.html) 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](http://www.sa.sjsu.edu/judicial_affairs/index.html) 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 [Disability Resource Center](http://www.drc.sjsu.edu/) (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](http://www.sjsu.edu/larc/) 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](http://www.sjsu.edu/writingcenter/about/staff/) 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](http://www.sjsu.edu/muse/peermentor) is located at <http://www.sjsu.edu/muse/peermentor> Schedule: Subject to change without notice

Table 1: Course Schedule

	Date	Topics	Assignment	Chapter(s) to read
1.	8/22	Intro and Welcome to MEEC- Meetings, Expositions, Events, and Convention Industry		
2.	Week of 8/27	What is a meeting? Who holds meetings ? Where are meeting venues? Who plans meetings? Organizers and Sponsors		1-2. 4. SLO 1
3.	Week of 9/3	Destination Marketing Organizations (DMOS) Destination Management Companies (DMCS) Meeting and convention Venues		3. and 7. 6. SLO 1.1
4.	Week of 9/10	Exhibitions and Trade shows Service Contractors		5. Handout SLO 1.1 and 1.2
5.	9/17.	Network Meeting Center, Techmart, Santa Clara 02/21 MPI Conference and Exposition , Moscone Center , SF		SLO 3.0
6.	10/1, 10/3.	Planning and Producing Meetings and Conventions Negotiations, contracts, scheduling ,housing		9. SLO 3.1
7.	10/8 10/10	Food and Beverage MIDTERM		10. SLO 1.2
8.	10/15, 10/17.	No CLASS IMEX		SLO 5
9.	Week of 10/22	Virtual and Hybrid Meeting Production		11. SLO 2.1 12. SLO 4.0
10.	Week of 10/29	Legal Issues in the MEEC industry		
11.	Week of 11/5	Green Meetings and Social Responsibility		13.

	Date	Topics	Assignment	Chapter(s) to read
				SLO 2.1
12.	11/12, 11/14.	Field Trips		
13.	Week of 11/19	International Meetings		14. SLO 3.0
14.	11/26, 11/28.	No class! Happy Thanksgiving!		15. SLO 4.0
	12/3, 12/5.			
	Final Exam	Thursday, December 12, 12:15 to 2:30 pm		SLO 5