I. INTRODUCTION

This course is an introduction to the meetings and convention industry. This includes and the various aspects and skills involved in planning and managing meetings, conventions, and expositions and events. Emphasis on types of meetings, meeting markets, industry suppliers, budget and program planning, site selection and contract negotiations, registration and housing, food and beverage requirements, function and meeting rooms setup, and audiovisual requirements.

TRVM 2301, Introduction to Convention/Meeting Management, is a technical elective course in the Restaurant and Culinary Management, Hotel Management Specialization, and Food and Beverage Management Specialization Associate of Applied Science Degree Plan. It is also a requirement in the Food and Beverage Management Certification of Completion.

This course consists of in class room lecture and/or distance learning. The lecture portion meets an hour and a half per day, twice weekly during the 16-week semester.

Prerequisite(s): None

II. LEARNING OUTCOMES

Upon successful completion of this course, TRVM 2301, Introduction to Convention/Meeting Management, the student will be able to

A. Explain the history and evolution of the meeting industry.

B. Identify the entities the organize meetings.

C. Discuss the role and functions of Destination Marketing Organizations (DMOs).
D. Explain the different types of meeting and convention venues.
E. Explain the different types of exhibitions and identify key players.
F. Discuss the responsibilities of service contractors.
G. Discuss the role of the Destination Management Company.
H. Identify the planning tools for special events management.
I. Describe the procedure for planning and producing meetings.
J. Differentiate the different types of food and beverage services operations.
K. Discuss the legal issues involved in planning a meeting.
L. Identify new technologies to the meeting professional.
M. Discuss green meeting and social responsibility.
N. Explain the aspects of the international MEEC industry.
O. Explain the meeting planning process from start to finish.

III. INSTRUCTIONAL MATERIALS
   A. The instructional materials identified for this course are viewable through www.ctcd.edu/books


IV. COURSE REQUIREMENTS
   A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas.

   B. Performance: (Refer to CTC Catalog for a detailed policy). You are expected to
attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed.

C. **Participation:** A student must be present for all examinations. No make-up examinations will be given. Students who know in advance that they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examinations. Distance Learning students are expected to log in at least twice a week, the same as a lecture class. Students not participating in the class may be withdrawn or given an FN for failure non-attendance.

D. **Excessive Absences:** Students who have not attended class by the 12th class day of a 16-week course may be administratively dropped by the instructor with a grade of “W” or “FN” for failure non-attendance.

V. **EXAMINATIONS**

A. There will be five examinations. Part 2 and 3 are split into two separate exams.

   1. Part 1 Introduction
   2. Part 2 Key Players
   3. Part 3 Important Elements in Meeting, Exposition, Event, and Convention Planning

B. A student must be present for all examinations. No make-up examinations will be given. Students who know in advance that they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examination. Distance Learning students must take exams according to the schedule.

C. Students without excused absences will be given a zero for the missed examination.

VI. **SEMESTER GRADE COMPUTATIONS**

A. Exams 1-5 500 points 50%
   Lesson Assignments 200 points 20%
   Paper/Project 200 points 20%
   Discussions 100 points 10%
VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Course Withdrawal: It is the student's responsibility to officially withdraw from a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The student must sign the withdrawal form.

CTC Form 59 will be accepted at any time prior to Friday, the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

- 10-week session: Friday of the 8th week
- 8-week session: Friday of the 6th week
- 5-week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of "W", provided the student's attendance and academic performance is satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, "An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military
orders, the student is unable to complete the requirements for a course...” Prior approval from the instructor is required before the grade of "I" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.

D. **Cellular Phones and Beepers:** Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. **Americans With Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. **Instructor Discretion:** The instructor reserves the right of final decision in course requirements.

G. **Civility:** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

H. **Honesty and Integrity:** All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:

   a. **Plagiarism:** The act in which a student uses someone else’s word or ideas without due acknowledgement in order to gain some form of reward.

   b. **Cheating:** Giving, receiving and/or aiding in either giving or receiving of unauthorized information during testing. Communicating the contents of tests or quizzes and taking a test/quiz for another student. See the catalog for full definitions.

   c. Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of “F” and will be subject to disciplinary action, which may include suspension and expulsion.

**VIII. COURSE OUTLINE**

A. **Lesson One:** Introduction - Chapters 1 and 2
1. **Learning Outcomes:** Upon successful completion of this unit, the student will be able to:

   a. Summarize the history of the Meetings, Expositions, Events and Convention (MEEC) industry.
   b. Explain where MEEC fits in relation to the hospitality industry.
   c. Describe the magnitude and impact of MEEC.
   d. Identify the careers in MEEC.
   e. Distinguish between the different types of gatherings.
   f. Characterize the major types of organizations that hold gatherings.
   g. Distinguish the types of meetings held by the different categories of organizations.
   h. Explain the typical lead times for planning the various types of gatherings.
   i. Identify the marketing strategies used to build attendance.
   j. Recognize associations that support the professional development of those in the industry.

2. **Learning Activities:**
   Classroom lecture and discussion.

B. **Lesson Two:** Key Players - Chapters 3-8

1. **Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

   a. Describe how DMOs are organized and funded.
   b. Explain the role, function and history of the DMO.
   c. Explain the services of the DMO for the meeting professionals.
   d. Explain the importance of the physical attributes of a facility.
   e. Describe the variations in service level and availability in different facilities.
   f. Define the different types of exhibitions.
   g. Identify the key players of exhibition management.
   h. Identify the role of the exhibitor and fundamentals of exhibit planning.
   i. Explain the role of service contractors.
   j. Compare general service contractors with specialty contractors.
k. Identify the needs met by destination management companies.
l. List the competitive factors used by DMOs.
m. Describe how destination management business is conducted.
n. Explain the importance of relationships in special event management.
o. List the components of a special event.

2. Learning Activities:
Classroom lecture and discussion.


1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:
   a. Explain the differences in association and corporate meeting planning.
   b. Identify clear and concise meeting objectives using the SMART technique.
   c. Explain the different types of catering operations.
   d. Discuss the relationship between the catering department and other hotel departments.
   e. Discuss the fine points of negotiations and risk management.
   f. Identify new technologies used by meeting professionals.
   g. Describe the best practices in “green meetings” and “social responsibility.”
   h. Describe how trade fairs, exhibitions and conferences vary around the world.
   i. Explain how a city wide meeting is created.

2. Learning Activities:
Classroom and lecture discussions.

IX. Feedback:
1. **Instructor:** As your instructor I will organize and present the course material in a manner designed to facilitate the learning process. I will evaluate your progress periodically via writing assignments and exams and provide feedback on your performance via exam scores, exam critiques, and critique of your writing assignments, etc. I am also available before and after each class period and during office hours to discuss your performance and answer questions.

2. **Student:** As the student you are ultimately responsible for your success in this course. It is your responsibility to attend class regularly, prepare for class by reading assigned text material, participate in class discussions, ask questions when required to improve your understanding, prepare for and complete exams, and complete all other assignments.