

HOS 4050 Meeting and Convention Management



General Description

Introduction

Welcome to HOS 4050, Meeting and Convention Management. This is a fast-growing field with many exciting job opportunities. This course deals with the issues that impact the management of large and small conventions, meetings, and events.

The course includes ten lessons. Each lesson covers two chapters from the text and a number of articles to provide perspective and insight. You will find a written assignment with each lesson as well as study questions.

Course Objective

Our objective in this course is to cover meeting site selection, program planning and budgeting, legal issues, insurance implications, housing, food and beverage arrangements, transportation, exposition management, and audiovisual services.

Required Textbook

The textbook required for this course is *The Complete Guide to Professional Meeting and Event Coordination* by Catherine H. Price. You may purchase this text from the Higher Grounds bookstore at the Friday Center, using the book order form at the end of this General Description section of the manual.

Cathie Price was an educator and a well-known meeting and event planner well before she wrote her initial book on meeting and event planning. She and I worked on our doctoral degrees together at Virginia Tech, where she wrote a

dissertation relevant to the meeting and event field. I know Cathie and her book to be first class.

Part One is concise, easy to read, and explains the topics well. Part Two—the Quick Reference Guide (beginning on page 169)—includes dozens of lists and examples for the beginning and the more experienced meeting and event planner. These are wonderful how-to examples that ease the novice into the practical side of planning a convention or event. Many professional planners feel the Quick Reference Guide contains some of the most useful and practical information in the field.

Each lesson's discussion section elaborates on important areas of the chapter or the Quick Reference Guide. Most of the text's material is complete and needs no further discussion.

Articles

Meeting and convention planning is a difficult course to teach using just a textbook. To include everything would take several books, and the industry changes so fast that no book can stay up-to-date for very long. The Price text does a good job of presenting different topics, but there is little space to provide perspective. For these reasons, a number of articles are included in this course manual. The articles presented here are also time-bound to some extent. To be up-to-date, it is important for you to read other current articles on the topics that you find independently.

Internet (optional)

Internet access is not required for this course; however, most of the "If You Want More" sections in the lessons refer you to various Web sites. In my on-campus classes, most of the article assignments direct students to the Internet. If you don't have personal access to the Internet, consider visiting a library in your area that does. Learning to use the Internet is very easy these days, and working with the Internet will be a must in the near future. That is why I have included many Web addresses with the lessons. Much of the latest information on the meeting, convention, and event fields can be found at these sites.

Written Assignments

If you have access to a typewriter or word processor, please type or word-process your assignments. Your assignments must be double-spaced, printed on one side of the paper, and submitted along with the matching submission sheet found at the end of each lesson. Please proofread your work and keep a copy for your records.

In some cases you will be asked to build on what you have put together in earlier written assignments. It is important that you keep the assignments you have done for possible future reference.

Some assignments ask you to get information from various sources. Be certain to include with your assignments copies of the reference materials you may have received if this material is necessary to clarify what you have written.

Grading and Final Exam

Your written assignments count 70 percent of your final grade, and your final exam counts 30 percent. **You must pass the final exam in order to receive credit for the course.**

Each lesson has a section called "Possible Exam Questions." The final exam will consist of at least ten and no more than twenty of these questions verbatim. You might find it helpful to prepare note cards with the answers for each question for study purposes. I recommend that you answer these questions in detail while you are studying a particular lesson. The information will be freshest in your mind at that point.

A Final Word

I hope you enjoy and gain much useful information from this course. Please contact me any time with questions or comments (Dr. Dana Clark, e-mail clarkjd@appstate.edu, phone 828-262-6237), or you can mail your questions and comments to me along with your assignments).

Good luck!