

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 440- Meetings and Conventions (3)**  
**Fall 2011**

**CLASS TIME:** Thursdays  
 4:30 pm ~7:10pm  
**LOCATION:** PW-Bull Run Hall 132  
**PROFESSOR:** Seungwon “Shawn” Lee, Ph.D.  
**OFFICE:** PW campus, Bull Run Hall 222  
**OFFICE HOURS:** Mondays 11:30 am – 12:00 pm (FX campus, RAC, #2109)  
 Thursdays 12:30 pm – 2:00pm (PW campus, Bull Run Hall, #222)  
 Other times by appointment

**PHONE NUMBER:** (703) 993-9915

**FAX NUMBER:** (703) 993- 2025

**EMAIL:** slz@gmu.edu

**PREREQUISITE:** **TOUR 200 and PRLS 310.** *This is a **MUST** condition. If you do not meet the prerequisite requirement, the professor will (has to) drop you from this course.*

**SUGGESTED TEXT:**

*The Convention Industry Council Manual, 8<sup>th</sup> ed.*  
 (available at book store and [www.conventionindustry.org](http://www.conventionindustry.org) )

**COURSE DESCRIPTION:** The course focuses on basic aspects and skills involved in planning and managing of meetings and convention.

**OBJECTIVES OF THIS CLASS:** This course will provide students with an understanding of the meetings industry and with technical/professional skills required to properly execute and manage meetings, conference, and conventions. Focus will be on application of knowledge and techniques to real world situations.

**EVALUATION**

Type	Points	Due Date
Attendance	50	Each class
Midterm	100	October27
Final Team Project Due	150	December 1
Final Exam	100	December 15
*Extra credit (Meeting attendance and report)	25	Throughout the semester

<b>Total</b>	<b>400 (425)</b>	
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### **Attendance**

Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending an entire class (4:30pm ~ 7:10 pm). A full credit of attendance will only be given to those students who attend the full class. Attendance check will be done at the beginning of classes and after a class break if necessary (if there is any change in the number of students attending second part of class after a break).

- Excuses to miss class will be considered only when family or health emergencies occurs and only that is documented.
- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student’s responsibility to sign in on attendance sheets for each class. Be sure to let your instructors know, during a break, if you came in late so that you will not be counted as absent.

### **Final Project**

Students will form a group of 5 students and develop a meeting planning portfolio based on provided scenario.

Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide.

Professional Convention Managers Association (PCMA) is running special students’ project contest and this course will utilize its competition project. Details will be discussed in the class at the beginning of semester.

### **Oral Presentation**

Each team will be given 15 minutes (including Q&A) to present their final project. Detailed grading matrix will be given later of this semester.

### **Examinations**

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor’s note.

### **Extra Credit**

A student can earn extra credit of 25 (one time) by attending professionally organized meeting or convention. It has to be accompanied with brief summary of the meeting and evidence of attendance(name badge, program, registration confirmation etc.) The report should include learning outcome form the view of meeting/convention management not from the aspect of an attendee. Details will be discussed during the class.

**Final grade is determined by percentage of total points:**

Total score (Percent of Total Point)	Grade
400-376 (100%-94%)	A,
375- 360 (93%-90%)	A-
359- 348 (89%-87%)	B+
347- 332 (86%-83%)	B
331-320 (82%-80%)	B-
319-308 (79%-77%)	C+
307- 292 (76%-73%)	C
291-280 (72%-70%)	C-
279- 268 (69%-67%)	D+
267- 252 (66%-63%)	D
Below 252 (63%)	F

**TENTATIVE DAILY SCHEDULE**

*Note: Instructor reserves the right to alter the schedule as necessary.*

WEEK	DATE	TOPIC/ACTIVITY	READING
1	9/01	<b>Introduction</b> to Meetings and Conventions Syllabus Review	Ch. 1
2	09/08	<b>Setting goals and objectives</b> - Meeting Components; Types of Meetings - Understanding the Attendee & Meeting profile  * <b>HSMAI's MEET National</b> Date: September 07, 2011 - September 08, 2011 Location: Washington Convention Center	Ch. 4
3	09/15	Understanding the Attendee & Meeting profile	
4	09/22	<b>Programming</b> Program contents  *Webminar/Group project day	Ch. 8 & 9

5	9/29	<b>Financial Management</b> Measuring ROI Budgeting ,Accounting  **Guest Speaker: Vice President of Meetings (SAIC)	
6	10/6	<b>Logistics</b> Accessibility Function rooms and set-ups Transportation	Ch. 11 & 12
	10/13	<b>Facilities and Services</b> Location and Site Selection  10/11-13 IMEX America, an exhibition for incentive travel, meetings and events, Las Vegas, NV	Ch. 16, 28 & 31
8	10/20	<b>Registration, Housing</b> <b>A/V Requirements</b>	Ch. 21, 22, 23 & 30
9	10/27	<b>Midterm Exam</b>  Group Project Day 2	
10	11/3	<b>Meeting Technology</b>  <b>Meet at BRH 252</b>	
11	11/10	<b>Food &amp; Beverage</b> <b>Special Events &amp; Exhibition</b>  **Guest Speaker: Director of Exhibition (Water Environment Foundation)	Ch. 24, 25 & 29
12	11/17	<b>Communication, Risk Management</b> <b>Convention Services</b> On-site management	Ch. 20 & 27
13	11/24	<b>NO CLASS (Thanksgiving day)</b>	Ch. 15, 17, 18 & 19
14	12/1	<b>Negotiation, Contracts &amp; Evaluation</b> ** Guest Speaker: Mr. Howard Feiertag (VirginiaTech, Tentative) Future of the Meeting Industry  <b>Final Project Due</b>	Ch. 6, 11 & 10

15	12/8	<b>Final Project Oral Presentations</b>
16	12/15	<b>Final Exam</b>

**\*\* Tentative guest speakers**

### Hands-on experience OPPORTUNITY

September 7-8, 2011 (Wednesday-Thursday) **HSMIA's MEET National**  
Washington D.C. – Convention Center

November 14-18, **2011 IAAPA Annual Convention**: Students ambassador, deadline for all applications: **September 12, 2011**

<http://www.iaapa.org/expos/attractions/ShowAmbassador.asp>

### GMU Policies

#### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

- Students are expected to exhibit professional behaviors and dispositions at all times.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

