

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 440 (2) - Meetings & Conventions
3 Credits, Fall 2016
Thursday 4:30pm-7:10pm- Robinson B106 – Fairfax Campus

Faculty

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Prerequisites/Corequisites

TOUR220 and PRLS 310. This is a MUST condition. Prerequisite enforced by registration system. If you do not meet the prerequisite requirement, the professor will (has to) drop you from this course.

University Catalog Course Description

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and facility selection, human resource management, legal and financial issues, marketing and promotion, and event organization.

Course Overview

- 1. Cell/smart phones and laptops policy:** Cell phones must be turned off or silenced during class. Laptops, tablets and iPads are permitted but for the sole use of taking notes for the class. If a student is found playing games or on other sites not related to the course, that student will not longer be permitted to utilize electronic note taking for the course.
- 2. 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 (7:20pm-10:00pm). 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 emergency 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. Leaving class to study for another class is not an excused absence. Be sure to let your instructor know, during a break, if you came in late so that you will not be counted as absent.

Specific rule on group project

There are multiple occasions that the class is given a group project time during the class hours- this is counted as a class and all students should remain in the classroom and attend. If failed to do so it will result in deduction of attendance credit.

Course Delivery Method

This course will be delivered using a Lecture/Group Activity format. Our class will be part of a program that uses Blackboard LMS, called Bb Learn 9.1 (Bb 9.1) where you will be able to obtain course postings. Please check Bb before each class. This course also requires that the student read the assigned work in the required text book to be able to fully participate in class.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

1. An understanding of the meetings industry.
2. Technical/professional skills required to properly execute and manage meetings, conference, exhibition, and conventions.
3. Apply knowledge and techniques to real world situations.

Professional Standards

Upon completion of this course, students will have met the following professional standards:
CVENT: Supplier Network Certificate; SOCIAL TABLES: Certified Social Tables Event Planner

Required Texts

Convention Industry Council Manual (9th Edition). (2014) Alexandria, Virginia: Convention Industry Council

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

• Assignments and Examinations

It is expected that all assignments be completed on time. Each assignment not completed will result in a loss of 10 points in addition to any points the actual assignment may be worth.

Event Team Project Assignments – Each student will be working in small groups of 4-5 students to complete a Project Portfolio and Final Presentation. This project will consist of 3 draft submissions must all be made through Blackboard and a Final Project submission that will be turned in via hard copy in a binder. Each team will also present their work to the class with a Power Point slideshow . Each team will be given 15 minutes (including Q&A) to present their final project.

Individual Assignments – Each student will be responsible for an Interview Paper as well as Peer Evaluations after each draft and final project submission that should all be submitted via Blackboard. Peer evaluations will reflect the team members performance as a part of the group project. Any team member who received consistently low peer evaluations may lose up to 200 points (no credit) on the final project and final project presentation. The instructor will determine deduction amounts, if any, based on the team feedback.

Midterm and Final Exams – The midterm and final exams must be completed on the scheduled dates. These exams allow for the instructor to assess individual content knowledge of the course material since the majority of work will be completed within a group framework.

Extra Credit -

A student can earn extra credit of 20 points (one time) by attending professionally organized meeting or convention. It has to be accompanied with a report (minimum 2 pages/maximum 3 pages) including a summary of the meeting/convention and evidence of attendance (name badge, program, registration confirmation etc.) The report should include learning outcomes from the view of meeting/convention management not from the aspect of an attendee. Details will be discussed during the class.

• **Other Requirements**

- If your instructor is not in the classroom at 4:30pm, please wait 20 minutes before leaving.
- All written work must be typed, double spaced, 12pt, Times New Roman font and submitted on-line unless otherwise directed.

• **Course Performance Evaluation Weighting**

- Students are expected to submit all assignments on time in the manner outlined by the instructor.

• **Grading Policies**

- 970-1000 (97%-100%) A+
- 940-960 (94%-96%) A
- 900-930 (90%-93%) A-
- 870-890 (87%-89%) B+
- 840-860 (84%-86%) B
- 800-830 (80%-83%) B-
- 770-790 (79%-79%) C+
- 740-760 (74%-76%) C-
- 700-730 (70%- 73%) C
- 600-690 (60%-69%) D

- 0 – 590 (0%-59%) F

Assignment	Points	Due Date
Attendance	50	Each Class
Interview Paper – Students will interview an individual in the meeting planning/convention planning industry and write a paper (minimum 2 pages/maximum 3) about the knowledge, skills and abilities needed for this type of position.	100	September 15
Midterm Exam	200	October 6
Final Oral Project Presentation – Each team will give a presentation to the class outlining the event they have designed.	200	December 1
Final Project Portfolio - Each team will complete a comprehensive final event project in which they will design and plan a convention from start to finish. Major components of the final project will include a Strategic Plan, Meeting Design, Site Layout, Risk Management Plan, and Evaluation.	250 50 - Section 1 Draft 50 – Section 2 Draft 50 – Section 3 Draft 100– Final Project Submission	September 29 October 20 November 10 December 1
Final Exam	200	December 15
* Extra Credit	20	December 1
Total	1000 (1020)	

Professional Dispositions

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

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Class Schedule

TENTATIVE COURSE SCHEDULE

WK	DATE		TOPIC/ACTIVITY	DUE
1	August	28	Introduction to Meetings and Conventions Syllabus Review	
2	September	4	Meetings: Components & Types Strategic Planning: Setting goals and objectives Final Project review/team member selection	
3	September	11	Meeting/Event Design: Meeting profile Stakeholder Management: Understanding the Attendee #1 team work day	
4	September	18	Project Management: EMBOK, Communication Matrix Meeting/Event Design: Program Content #2 team work day	Team Project Section 1 - Strategic Plan Draft due
5	September	25	Financial Management: Budgets *Guest Speaker Midterm review/ #3 team work day	
6	October	2	Meeting/Event Design: Food & Beverage MIDTERM EXAM	

7	October	9	Site Management: Registration/Site selection *Guest speaker #4 team work day	Team Project Section 2 - Meeting Design P1 & 2 Draft due
8	October	16	Careers in Conference Services: Types of Venues, Infrastructure and Human Resources	
9	October	23	Site Management: Logistics, Function rooms and set-ups MeetingMatrix: hands-on practice	
10	October	30	Meeting industry associations and career *Guest Speakers	Team Project Section 4 - Site Management P1 & 2
11	November	6	Risk Management/On-site Management	
12	November	13	Online MM training TBD	
13	November	20	Final Project Oral Presentations	
14	November	27	NO CLASS - THANKSGIVING BREAK	
15	December	4	Review/ Questions	Final Project Portfolios due.
16	December	11	FINAL EXAM: 7:30-10:15pm	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Assessment Rubric(s)

All rubrics used will be online in the class BlackBoard course.