

George Mason University
College of Education and Human Development
Tourism and Event Management

TOUR 480_002—Advanced Meeting and Event Technology
3 Credits, Fall 2017
Mondays & Wednesdays 12:00 pm – 1:15 pm, KH #242 - FX

Faculty

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Prerequisites/Corequisites

TOUR 220 Intro to Hospitality Management

University Catalog Course Description

The course covers a broad range of events technology issues with thoughtful insight. This course would help students to gain understanding of the rapidly changing meeting and event technologies.

Course Overview

This course offers cutting-edge education within this growing area of the event and meetings field with a blended-learning format which incorporates lectures and project-based hands-on activities. Given the value of technology skills in this field, the course would be a compelling offering backed by the successful HTEM curriculum.

Course Delivery Method

This course will be delivered using a lecture format.

Learner Outcomes or Objectives

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

1. explores the traditions and upward trajectory of meeting and event technology. Students examines how technology has developed and where it may be going in terms of future development.
2. introduces practical technological skills in design, planning and evaluation.
3. demonstrates how the multi-expanding platforms in social media to increase attendance and engagement.
4. provides specialized training in computer-assisted design to create floor plans and diagrams.
5. provides hands-on training to develop applications for mobile devices that will be used by attendees.
6. provides hands-on training to create virtual meetings
7. identifies the potential future developments in meeting and event technology

Required Text

Lee, S.S., Boshnakova, D. & Goldblatt, J. (2016). *The 21st century meeting and event technology: Powerful tools for better planning, marketing, and evaluation*. Apple Academic Press, NJ.

Additional readings/watching materials will be also assigned during the semester

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).

Further, upon completion of this course, students will meet or be provided training for the following professional accreditation standards:

- CVENT Certification: eMarketing, online registration, and site search.
- EventMobi event app building skill
- WebEx virtual meeting planning skill

This course will be graded on a point system, with a total of 400 possible points.

Type	Points	Due Date
Attendance	50	Each class
Midterm	75	Oct 16 (Monday)
Hands on project Assignments #1 CVENT, #2 SocialTables; #3 WebEx virtual meeting, and #4 Mobile app development	160 (40 each)	Details to be announced
Individual presentation	40 (20 x 2 times)	Lead class discussion on Meeting and Event Technology news related to course chapter/content
Final Exam	75	December 18 (Monday), 10:30 am ~ 1:15 pm
Total	400	

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 6 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without a limit.

- Up to one absence will NOT be penalized.
- 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.

It will be the student's responsibility to sign in on attendance sheets for each class.

Exams

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. **NO makeup exam will be given due to a pre-scheduled travel reason.**

In-class exercises may be conducted in selected class sessions throughout the semester and may be used to earn extra-credit for the exams. Exercises will not be announced in advance. Any student who misses an exercise due to an unexcused absence will receive zero (0) for that exercise.

Grading

	Weighted	Raw		Weighted	Raw		Weighted	Raw		Weighted	Raw
A+	97-100	388 – 400	B+	= 88 – 89	352 - 359	C+	= 78 – 79	312- 319	D	= 60 – 69	240- 279
A	94-96	376 – 387	B	= 84 – 87	336- 351	C	= 74 – 77	296- 311	F	= 0 – 59	239 and lower
A-	90-93	360- 375	B-	= 80 – 83	320- 335	C-	= 70 – 73	280 - 295			

Professional Dispositions

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

Class Schedule

WEEK	DATE	TOPIC/ACTIVITY	Reading chapter
1	8/28 & 8/30	Introduction and course overview - The history of meeting and event technology\-	Ch. 1
2	9/6	9/4 Labor day- NO CLASS - Using the Right technology for the Right Purpose	Ch.,2
3	9/11 & 9/13	- Meeting and Event Venue Search Engine - Meeting and Event Search Engine Optimization I Guest speaker #1	Ch.3, 4
4	9/18 & 9/20	Meeting and Event Search Engine Optimization II Hands on Project #1: CVENT	
5	9/25 & 9/27	Meeting and Event Design Technology Hands on project #2: Social Tables	Ch. 5
6	10/2 & 10/4	Virtual Meeting and Events I	Ch. 7
7	10/11	Virtual Meeting and Events II Hands on project #3: WebEx conferencing with iMEX America	
8	10/16 & 10/18	Meeting and Event Social Media and Networks I 10/18: Mid term exam	
9	10/23 & 10/30	Meeting and Event Social Media and Networks II	Ch. 10
10	10/30 & 11/1	*Field trip: Marriott Marquis/Washington Convention Center	
11	11/6 & 11/8	Mobile applications for Meeting and Event I	Ch. 11
12	11/13 & 11/15	Mobile applications for Meeting and Event II Hands on Project #4: EventMobi	
13	11/20	Registration and Transaction Systems NO CLASS: 11/22 (Thanksgiving break)	Ch. 13
14	11/27 & 11/29	Evaluation of Meeting and Event technology	Ch. 8
15	12/4 & 12/6	Career and Review	
	12/18	Final Exam	

*Tentative upon availability of venue and speakers

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

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

