



**College of Education and Human Development
School of Sport, Recreation, and Tourism Management**

<p>Course Information</p>	<p>TOUR 440-Meeting and Conventions 3 Credit Class Spring 2022 CRN: 23625 DL</p>
<p>Instructor: Kevin Dunayer</p>	<p>Please refer to your online course: https://mymasonportal.gmu.edu/ Office Hours Wednesday 9a-11am (Virtual) or by appointment. Office Phone: 703-993-2912 E-Mail: kdunayer@gmu.edu</p>
<p>Course Description</p>	<p>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.</p>
<p>Course Objectives & Learning Outcomes</p>	<p><i>This course is designed to enable students to do the following:</i></p> <ol style="list-style-type: none"> 1. An understanding of the Meetings & Convention 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.

<p>Course Methodology</p>	<p>The class format will combine reading, lectures, videos, discussions, learning activities, exams and other learning tools. The class will be interactive and require every student to be engaged in the classroom discussion and assignments. In addition to the lectures, screencasts and timely completion of assignments, every student will be expected to be an active participant and a dedicated individual applying what you learn to every element of the course work.</p>
<p>Recommended textbook(s) and/or materials</p>	<p>No Required Texts Books, PPT slides and reading materials will be provided.</p> <p><u><i>Suggested Readings and Text Books</i></u> <i>Event Industry Council Manual (9th Edition). (2014) Washington, DC: Event Industry Council</i></p> <p><i>Production and Logistics in Meeting, Expositions, Events and Conventions 1stEdition (2015) by George G. Fenich Ph.D</i></p> <p>CVENT/Social Tables (SRTM has a Student Account)</p>
<p>Helpful Computer Information</p>	<p>Hardware: You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for:</p> <ol style="list-style-type: none"> 1. the storage amount needed to install any additional software and

	<p>2. space to store work that you will do for the course.</p> <p>If you consider the purchase of a new computer, please go to Patriot Tech to see recommendations.</p> <p>Software: Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the myMason Portal. See supported browsers and operating systems. Log in to myMason to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use Acrobat Reader, Flash, Java, and Windows Media Player, QuickTime and/or Real Media Player. Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free here.</p> <p>Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch this video about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows.</p> <p>Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.</p> <p>Course-specific Hardware/Software</p> <p>Check the syllabus for your course or contact the instructor prior to the start of the course to find out about specific technical requirements for your class. Hardware or software required for your course or program may be available for purchase at Patriot Computers (the University’s computer store that offers educational discounts and special deals).</p>
<p>Course Website</p>	<p>Blackboard 9.1 will be used for this course. You can access the site at http://mymasonportal.gmu.edu. Login and click on the “Courses” tab. You will see TOUR 355 NOTE: Username and passwords are the same as your Mason email account. You must have consistent access to an internet connection in order to complete the assignments in this course through Blackboard (http://mymason.gmu.edu). Note the technology requirements for School of Business in your Blackboard course menu—it contains details of minimum technology requirements.</p>
<p>Participation</p>	<p>Learning can only happen when you are playing an active role. It is important to place more emphasis on developing your insights and skills, rather than transmitting information. Knowledge is more important than facts and definitions. It is a way of looking at the world, an ability to interpret and organize future information. An active learning approach will more likely</p>

	<p>result in long-term retention and better understanding because you make the content of what you are learning concrete and real in your mind.</p> <p>Although an active role can look differently for various individuals, it is expected in this class that you will work to explore issues and ideas under the guidance of the professor and your peers. You can do this by reflecting on the content and activities of this course, asking questions, striving for answers, interpreting observations, and discussing issues with your peers.</p>
Rules and Expectations	<p>In correspondence/communication students will be expected to:</p> <ol style="list-style-type: none"> Be professional and respectful in correspondence Make reasonable requests of the instructor. We will be happy to clarify course material and answer legitimate questions; however, please exhaust other information sources (e.g., syllabus, Blackboard) for answering your question before contacting me and remember, "Poor planning on your part does not constitute an emergency on my part" <p>In regard to honesty in work students will be expected to:</p> <ol style="list-style-type: none"> Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating (summarized below). I will gladly clarify my stance on any questionable or "grey area" issues you may have. Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Honor Committee. Therefore, any suspected offense will be submitted for adjudication.
Mason Honor Code	<p>The complete Honor Code is as follows: <i>To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:</i> Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.</p> <p><i>(From the Catalog – catalog.gmu.edu)</i></p>
Cheating Policy	<p>Any form of cheating on an activity, project, or exam will result in zero points earned.</p> <p>"Cheating" includes, but is not limited to, the following: reviewing others' exam papers, having ANY resources utilized when not allowed, collaborating with another student during an individual assignment.</p> <p>If you have questions about when the contributions of others to your work must be acknowledged and appropriate ways to cite those contributions, please talk with the professor or utilize the GMU writing center.</p>
Plagiarism and the Internet	<p>Copyright rules also apply to users of the Internet who cite from Internet sources. Information and graphics accessed electronically must also be cited, giving credit to the sources.</p> <p>This material includes but is not limited to e-mail (don't cite or forward someone else's e-mail without permission), newsgroup material, information from Web sites, including graphics. Even if you give credit, you must get permission from the original source to put any graphic that you did not</p>

	<p>create on your web page. Shareware graphics are not free. Freeware clipart is available for you to freely use. If the material does not say "free," assume it is not.</p> <p>Putting someone else's Internet material on your web page is stealing intellectual property. Making links to a site is, at this time, okay, but getting permission is strongly advised, since many Web sites have their own requirements for linking to their material. Review the Honor Code here.</p>
<p>GMU Policies and Resources for Students</p>	<p><u>Policies</u></p> <ul style="list-style-type: none"> • 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 https://ds.gmu.edu/). <p><u>Campus Resources</u></p> <p>Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or https://cehd.gmu.edu/aero/assessments. Questions or concerns regarding use of Blackboard should be directed to https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/</p>
<p>Academic Integrity and Inclusivity & Diversity</p>	<p>This course embodies the perspective that we all have differing perspectives and ideas and we each deserve the opportunity to share our thoughts. Therefore, we will conduct our discussions with respect for those differences. That means, we each have the freedom to express our ideas, but we should also do so keeping in mind that our colleagues deserve to hear differing thoughts in a respectful manner, i.e. we may disagree without being disagreeable. http://oai.gmu.edu/</p> <p><u>Mason Diversity Statement</u></p> <p>George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty, and staff. Through its curriculum, programs, policies, procedures, services, and resources, Mason strives to maintain a quality environment for work, study and personal growth.</p> <p>An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds, and practices have the opportunity to be voiced, heard and respected.</p> <p>The reflection of Mason's commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.</p> <p>Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.</p>

<p>Student Privacy Policy</p>	<p>George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records.</p> <p>Please see George Mason University's student privacy policy https://registrar.gmu.edu/students/privacy/</p>																				
<p>E-Mail Policy</p>	<p>Web: masonlive.gmu.edu Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback.</p> <p>Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly.</p> <p>Students are also expected to maintain an active and accurate mailing address in order to receive communications sent through the United States Postal Service.</p>																				
<p>Course Grading & Evaluation</p>	<p><u>Requirements:</u></p> <table data-bbox="391 1161 950 1304"> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Semester Tests</td> <td>30%</td> </tr> <tr> <td>Semester Projects</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>20%</td> </tr> </table> <table data-bbox="391 1459 1435 1560"> <tr> <td>A+ = 97 – 100</td> <td>B+ = 87</td> <td>C+ = 77 – 79</td> <td>D = 60 – 69</td> </tr> <tr> <td>A = 94 – 96</td> <td>B = 84 – 86</td> <td>C = 74 – 76</td> <td>F = 0 – 59</td> </tr> <tr> <td>A- = 90 – 93</td> <td>B- = 80</td> <td>C- = 70 – 73</td> <td></td> </tr> </table>	Assignments	20%	Semester Tests	30%	Semester Projects	30%	Final Exam	20%	A+ = 97 – 100	B+ = 87	C+ = 77 – 79	D = 60 – 69	A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59	A- = 90 – 93	B- = 80	C- = 70 – 73	
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<p>Assignments</p>	<p>Your challenge is to immerse yourself in the topics and perspectives presented in the course. You will want to be able to comment on the discussion topics with authority. You are encouraged to make notes on your own thoughts about the various concepts and issues, and consider possible issues/outcomes. Your posts should be to the point and include sufficient technical detail for others to respond. You should present your opinions, but justify them with facts and proper sources. What did you disagree with and why, or not understand?</p> <p>If there is a problem with posting your assignments to Blackboard you can e-mail the assignment as well.</p>
<p>Course Performance Evaluation</p>	<p>Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy) or e-mailed to kdunayer@gmu.edu/ Deadlines and other instructions will be announced in class</p>
<p>Tests & Final Exam</p>	<p>In this course, there will be 3 Tests and a Final Exam</p> <p>On each Test, you will have one 75-minute attempt to complete this test. Each test will only be on the announced test date, exact date will be announced in class. If you need more time please or have questions contact the professor.</p> <p>On the final exam, you will have one 3-hour attempt to complete this test. Your instructor will inform you of the final exam schedule (date and time) as well as detailed instructions for submission. If you need more time please or have questions contact the professor</p> <p><i>*Make up examinations will be conducted <u>ONLY</u> if the instructor grants prior permission</i></p>

Projects	In this course, there will be 3 projects. Detailed Instructions for these projects will be posted on Blackboard.
Expectations	To help you manage your schedule and time to complete the assignments in this course, please follow the recommended timeline below. If you have a question or concern or encounter a problem about an assignment, please contact me immediately so we can discuss and work out a resolution.
Need Help? E-mail Professor Dunayer at kdunayer@gmu.edu	

Weeks	Lessons	Activity & Assignments
Week 1	Introduction to Professor, Syllabus and Meetings & Conventions	Live and Recorded on Blackboard
Week 2	Types of Meetings & Components, Communication, Venue Capacity, Safety Procedures, Regulations	Live and Recorded on Blackboard Assign Project #1
Week 3	Meeting Attendee & Profile for Events Review for Test #1	Live and Recorded on Blackboard
Week 4	Test #1	Instructions will be announced in class

Week 5	Budgeting for Meetings and Conventions	Live and Recorded on Blackboard Project #1 Due
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Week 6	Sight Selection & Programming Considerations for Meetings and Conventions Review for Test #2	Live and Recorded on Blackboard Assign Project #2 Study for Test #2 & work on Project
Week 7	Test # 2	Instructions will be announced in class
Week 8	Spring Break	
Week 9	Event Logistics Part I	Live and Recorded on Blackboard Project #2 Due
Week 10	Event Logistics Part II	Live and Recorded on Blackboard
Week 11	Catering/ Food & Beverage	Live and Recorded on Blackboard
Week 12	Event Technology & Production Review For Test #3	Live and Recorded on Blackboard Assign Project #3

Week 13	TEST #3	Instructions will be announced in class
Week 14	Sustainability in Meetings	Live and Recorded on Blackboard Project #3 Due
Week 15	REVIEW SESSION for Final Exam FINAL EXAM Time and instructions TBA	Live and Recorded on Blackboard ***All Missing Work and Resubmission of Projects are Due.

*****IMPORTANT NOTE: Faculty reserves the right to alter the above schedule as necessary, with notification to students**

Dates listed on this page are for full semester courses only. For add/drop deadlines for courses that meet less than a full semester, see [Non-standard Sections Dates](#).

For graduation deadlines, please go to the [Graduation Timelines](#) page.

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

Important Dates

Description	Full Semester	7.5 Week: Session I	7.5 Week: Session II
Schedule of Classes Available in PatriotWeb	Mon. Oct 4	Mon. Oct 4	Mon. Oct 4
Priority Dates Begin	TBD	TBD	TBD
Consortium Registration Deadline	TBD	N/A	N/A
First Day of Spring Classes:	Mon. Jan 24	Tues. Jan 18	Mon. Mar 21
Last Day to Submit Domicile Reclassification Application	Mon. Jan 24	Mon. Jan 24	Mon. Jan 24
Last Day to Add: All Individual Sections Forms Due	Mon. Jan 31	Thurs. Jan 20	Wed. Mar 23
Last Day to Drop: With 100% Tuition Refund	Mon. Feb 7	Mon. Jan 24 (Final Drop)	Fri. Mar 25 (Final Drop)
Last Day to Drop: With 50% Tuition Refund	Mon. Feb 14	N/A	N/A
Unrestricted Withdrawal Period: 100% Tuition Liability	Tues. Feb 15 - Tues. Mar 1	Tues. Jan 25 - Sun. Feb 6	Sat. Mar 26 - Thurs. Apr 7
Spring Recess (no classes)	Mon. Mar 14 - Sun. Mar 20	N/A	N/A
Mid-term Evaluation Period: 100-200 level classes - Grades Available via PatriotWeb	Mon. Feb 21- Fri. Mar 25	N/A	N/A
<u>Selective Withdrawal Period</u> - Undergraduate Students Only (100% Tuition Liability)	Wed. Mar 2 - Mon. Apr 11	Mon. Feb 7 - Sun. Feb 13	Fri. Apr 8 - Thurs. Apr 14

Description	Full Semester	7.5 Week: Session I	7.5 Week: Session II
Incomplete Work from Fall 2021 Due to Instructor	March 25, 2022	N/A	N/A
Incomplete Grade Changes from Fall 2021 Due to Registrar	April 1, 2022	N/A	N/A
Dissertation/Thesis Deadline	Fri. May 6	N/A	N/A
Last Day of Class	Sat. May 7	Tues. Mar 8	Fri. May 6
Reading Day(s): Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	Mon. May 9 - Tues. May 10	N/A	N/A
Examination Period	Wed. May 11 - Wed. May 18	Wed. Mar 9 - Thurs. Mar 10	Mon. May 9 - Tues. May 10
University Commencement	Fri. May 20	Fri. May 20	Fri. May 20
Degree Conferral Date	Sat. May 21	Sat. May 21	Sat. May 21

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per [University Policy 1202](#). If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as [Student Support and Advocacy Center](#) (SSAC) at 703-380-1434 or [Counseling and Psychological Services](#) (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.



**School of Sport, Recreation,
and Tourism Management**

SAFE RETURN TO CAMPUS GUIDANCE FOR STUDENTS ENROLLED IN CEHD COURSES

Opportunities Depend on YOU.

All students are required to take the Safe Return to Campus Training prior to visiting campus: it is, however, recommended for all Mason students, even those who are enrolled in fully online classes. Training is available in [Blackboard](#).

Students are required to follow the university's public health and safety precautions and procedures outlined on the university [Safe Return to Campus](#) webpage.

All students are required to be fully vaccinated by January 5, 2022, unless they received an approved exemption. You should also have uploaded your vaccine documentation to the Health Services Patient Portal by January 5.

The deadline to receive a booster and upload your documentation is February 15, 2022.

Everyone, even those who are fully vaccinated, must wear a face covering when inside university property (buildings and vehicles). If you're unvaccinated, you must wear a mask outside, as well, when at an event or if physical distancing can't be maintained. [Read the full face covering policy here.](#)

All students in face-to-face and hybrid courses must also complete the Mason COVID Health Check daily, seven days a week.

- You may not come to class if you receive a Yellow, Red, or Blue email response to the Mason COVID Health Check.
 - You may only come to class if you receive a Green email response to the Mason COVID Health Check.
 - You must quarantine and get tested if you receive a Blue email response, because you indicated that you recently traveled outside of the United States, are not fully vaccinated, or have not completed the required 7 to 10 day quarantine period for international travel.
 - If you suspect that you are sick or have been directed to self-isolate, quarantine, or get testing do not go to class.
 - Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.
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Disability Services: Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the [Office of Disability Services](#).

Students may not, either individually or collectively, request permission to change the modality of a current course section due to COVID risks or concerns. If students are not comfortable with the modality of the course for which they are registered, they will need to register for a course offered in a different modality which better will accommodate their needs through the established drop/add process.

Campus Closure: If the campus closes or class is canceled due to weather or other concerns, students should check [Blackboard](#), Mason email, or the [Mason website](#) for updates on how to continue learning and information about any changes to events or assignments.

Participation and Make-up Work: CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs (cehdsaa@gmu.edu).

Technology Requirements:

- Activities and assignments in CEHD courses regularly use the [Blackboard](#) learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (e.g., cable modem, DSL, satellite broadband) with a consistent 1.5 Mbps [megabits per second] download speed or higher.
 - Additionally, CEHD course activities and assignments may regularly use web-conferencing software (e.g., Blackboard Collaborate or Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.
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Course Materials and Student Privacy:

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
 - Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
 - Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
 - Some/All of your CEHD synchronous class meetings may be recorded by your instructor to provide necessary information for students in this class. Recordings will be stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.
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Testing with LockDown Browser:

CEHD courses may require the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). [Information on installing and using LockDown Browser may be found here.](#)

You will need the following system requirements for online exams:

- Windows: 10, 8, 7
- Mac: OS X 10.10 or higher
- iOS: 10.0+ (iPad only)
- Must have a compatible LMS integration
- Web camera (internal or external) & microphone
- A reliable internet connection
- Prior to your first exam, you must install LockDown Browser following the step-by-step instructions linked above.

To ensure LockDown Browser and the webcam are set up properly, do the following:

- Start LockDown Browser, log into Blackboard and select your course.
- Locate and select the Help Center button on the LockDown Browser toolbar.
- Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts.
- Run the System & Network Check. If a problem is indicated, see if a solution is provided in the [Knowledge Base](#). Further troubleshooting is available through the [ITS Support Center](#).
- Exit the Help Center and locate the practice quiz.
- Upon completing and submitting the practice quiz, exit LockDown Browser.

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

- Ensure you're in a location where you won't be interrupted.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach.
- Clear your desk of all external materials not permitted — books, papers, phones, other devices.
- Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it.
- Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged.
- If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

To produce a good webcam video, do the following:

- Do not wear a baseball cap or hat with a brim that obscures your face.
- Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move.
- If using a built-in (internal) webcam, avoid tilting the screen after the webcam setup is complete.
- Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window.
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.