

TOUR 440 Meetings and Conventions
George Mason University
Fall 2010

CLASS TIME & LOCATION: Thursdays 4:30 pm ~7:10pm PW-Bull Run Hall 132

CREDITS: 3 Hours

PROFESSOR: Seungwon “Shawn” Lee, Ph.D.

OFFICE: Bull Run Hall 210 B

OFFICE HOURS: Mondays 3:30pm – 5: 00 pm (FX campus, RAC, #2109)

Thursdays 12:00 pm – 1:30pm (PW campus, Bull Run Hall, #210B)

Other times by appointment

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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, 8th ed.

(available at book store and www.conventionindustry.org)

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.

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	Oct.28
Final Team Project Due	150	December 9
Final Exam	100	December 16
*Extra credit (Meeting attendance and report)	25	

Total	400 (425)	
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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.

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.

CLASS	DATE	TOPIC/ACTIVITY	READING
1	9/02	Introduction to Meetings and Conventions Syllabus Review	Ch. 1
2	09/09	Setting goals and objectives - Meeting Components; Types of Meetings - Understanding the Attendee & Meeting profile Meeting industry and associations Guest speaker: Ms. Katie, PMPI Students relationship committee	Ch. 4
3	09/16	Group Project date 1 *IFEA annual convention, St. Louis, MO	
4	09/23	Understanding the Attendee & Meeting profile * PMPI meeting- Learning Experience: Advanced Social Media for the Meeting Professional, Embassy Suites Washington D.C. – Convention Center	Ch. 8 & 9

5	9/30	Programming Program contents Financial Management Measuring ROI Budgeting ,Accounting	
6	10/7	Logistics Accessibility Function rooms and set-ups Transportation	Ch. 11 & 12
7	10/14	Facilities and Services Location and Site Selection ** Guest speaker: Ms. Dorris Morales (Baltimore CVB)	Ch. 16, 28 & 31
8	10/21	Food & Beverage	
9	10/28	MIDTERM EXAM Group Project Day 2	
10	11/4	Meeting Technology A/V Requirements	Ch. 21, 22, 23 & 30
11	11/11	Registration, Reservations & Housing Special Events & Entertainment Events Specification Guide	Ch. 24, 25 & 29
12	11/18	Communication, Risk Management Convention Services On-site management **Guest Speaker: Director of Conference Service (Mandarin Oriental Hotel)	Ch. 20 & 27
13	11/25	NO CLASS (Thanksgiving day)	Ch. 15, 17, 18 & 19
14	12/2	Negotiation, Contracts & Evaluation ** Guest Speaker: Mr. Howard Feiertag (VirginiaTech, Tentative) Future of the Meeting Industry	Ch. 6, 11 & 10
15	12/9	Final Project Due Final Project Oral Presentations	
16	12/16	Final Exam	

**** Tentative guest speakers**

THE HONOR CODE WILL BE STRICTLY ENFORCED IN THIS COURSE. ALL ASSIGNMENTS SUBMITTED SHALL BE CONSIDERED GRADED WORK, UNLESS OTHERWISE NOTED. ALL ASPECTS OF THE COURSE WORK ARE COVERED BY THE HONOR SYSTEM.

Hands-on experience OPPORTUNITY

**September 23, 2010 (Thursday) PMPI September 2010 Learning Experience:
Advanced Social Media for the Meeting Professional, Embassy Suites Washington
D.C. – Convention Center**

**November 15-19, 2010 IAAPA Annual Convention: Students ambassador, deadline
for all applications: September 10, 2010**

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



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>