

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

TOUR 440_002 Meetings & Conventions
3 Credits, Fall 2017
Thursday 4:30pm-7:10pm, Robinson B 106 – Fairfax Campus

Faculty

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Prerequisites

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

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.

Type	Points	Due Date
Attendance	50	Each class
Midterm	100	Oct. 19
Final Team Project 1) Oral presentation (20) 2) Portfolio (120)	140	Oral: Dec 7 Portfolio due: Dec 10
Final Exam	100	Dec. 14 (Thursday) 4:30 pm ~7:15 pm
In-class quizzes (2 point x 5 times)	10	Throughout the semester
*Extra credit (Meeting attendance and a report)	Max. 20	Throughout the semester
Total	400 (420)	

Final Team Project

Students will form a group of 4 students and develop a meeting planning portfolio based on the provided scenario.

Portfolio

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. 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. Oral presentation will be evaluated by the professor, invited industry professionals panel and classmates.

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. Make up exam may be an essay type.

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 onfirmation 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.

• **Grading Policies**

388 - 400 (97%-100%)	A+
376 -387 (94% - 96.9%)	A
360- 375 (90%-93.9%)	A-
352 -359 (88%-89.9%)	B+
336- 351 (84%-87.9%)	B
320- 335 (80%-83.9%)	B-
312- 319 (78%-79.9%)	C+
296- 311 (74%-77.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60%- 69.9%)	D
0 – 590 (0%-59%)	F

Professional Dispositions

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

Class Schedule

WEEK	DATE	TOPIC/ACTIVITY	Meetings/conventions in the industry (QUALIFIED for extra credit)
1	8/31	Introduction to Meetings and Conventions Syllabus Review	
2	9/7	Meeting Components & Types of Meetings Final project review and team member selection Setting goals and objectives	HSMAI MEET National, 9/6~ 9/7 (Washington, DC)
3	9/14	Attendee Profile Understanding the Attendee & Meeting profile #1 team work day	Innovation in Teaching & Learning: 9/15 (Fairfax)
4	9/21	Programming 1: Program contents	
5	9/28	Programming 2 and Financial Management:	
6	10/5	Budgeting I	
7	10/12	Digital Meeting day	iMEX America:10/10-10/12 (Las Vegas)
8	10/19	Budget II	

9	10/26	Mid-term exam	
10	11/2	F&B & Site selection 1 of 2	
11	11/9		
12	11/16	Site selection 2 of 2, & Registration Guest Speaker #1: CVENT	HX: The Hotel Experience: 11/13-11/15 (New York) IAAPA Attraction EXPO, 11/14-11/18 (Orlando, FL)
13	11/23	Thanksgiving break- NO CLASS	
14	11/30	Logistics: Floor Plan Guest speaker #2: Socialtables/MeeetingMatrix	
15	12/7	Final Project Oral Presentations <u>Final Project Due (12/10)</u>	
	12/14	Final Exam	

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/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.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/>.