

TRAV 2201 - TRAVEL AND TOURISM (3 credits)

Fundamentals of Meeting and Event Planning

Introduction to professional meeting management, including conventions, trade shows, special event planning, meeting planners, meeting sponsors, meeting suppliers/facilities and meeting service providers.

Upon successful completion of the course the student should be able to do the following:

1. Analyze the magnitude and economic impact of the meeting, convention and event planning industries.
2. Facilitate conversations with stakeholders to develop goals, objectives and return on investment measurements for a meeting.
3. Plan detailed agendas utilizing project management skills.
4. Develop a program plan to determine content concepts.
5. Research and evaluate potential speakers, presenters, panelists and faculty.
6. Prepare a Request for Proposal (RFP) for site selection and inspection processes.
7. Review site selection and inspection procedures.
8. Recognize how a Convention and Visitor's Bureau (CVB) can assist with site selection.
9. Determine and analyze financial goals and objectives.
10. Create an integrated marketing strategy
11. Incorporate integrated marketing strategies into sponsorship and fund raising efforts.
12. Analyze techniques for integrating volunteer and staff management.
13. Identify the different types of third-party suppliers, their roles and their relationships with the meeting manager.
14. Identify legal issues concerning international meetings.
15. Create and manage a project management schedule.

Topical Outline:

1. Stakeholders with goals, objectives and return on investment measurements for a meeting.
2. Agendas utilizing project management skills.
3. Program plan with specific content concepts.
4. Potential speakers, presenters, panelists and faculty.
5. Request For Proposal (RFP) for site selection and inspection processes.
6. Site inspections.
7. Financial goals and objectives.
8. Integrated marketing strategy.
9. Sponsorship and fundraising efforts.
10. Volunteers and staff management.
11. Third-party suppliers, their roles and relationships with the meeting manager.
12. Facility contract.
13. Convention and Visitor's Bureaus.
14. Legal issues concerning international meetings.
15. Project management schedule.