

TRAV 2205 - TRAVEL AND TOURISM (3 credits)

Advanced Meeting and Event Planning

Advanced study of policies, procedures and techniques for the meeting, convention and special event management industries, including evaluation of meetings industry affiliations and trade publications, and characteristics and requirements of incentive travel, social, military, educational, religious or fraternal (SMERF) organizations, and government agency meetings. Also includes marketing and promotional strategies for the arrangement of international itinerary preparation and meeting planning.

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

1. Develop a system for collecting and analyzing meeting data.
2. Interpret variations among the diverse sectors of the meetings industry.
3. Evaluate data required to successfully negotiate meeting arrangements.
4. Describe best business practices and ethics in the meetings industry.
5. Describe the overall housing process.
6. Define the benefits of online travel arrangements and online integrated meeting management programs.
7. Identify types of meal functions and service options.
8. Recognize the general guidelines for accommodating people with disabilities at a meeting.
9. Analyze standard meeting room set-ups, designs and recommended usage.
10. Describe and review equipment and room needs for multimedia presentations.
11. Prepare a complete registration packet.
12. Prepare a Request for Proposal (RFP) for contracted services.
13. Record and present a functional summary and operations manual for meeting staff.
14. Plan pre-conference and post-conference staff meetings.
15. Give examples of special issues to consider during the international site selection process.
16. Identify protocols, business behavior and appropriate attire for international destinations.
17. Describe the factors to be considered when choosing a facility for an exhibition.
18. Review on-site registration requirements.

Topical Outline:

1. Meetings, conventions and special event management industry history and data,
2. Types of meeting sponsors,
3. Negotiation and legal issues,
4. Best business practices and ethics in the meetings industry,
5. Overall housing process,
6. Online travel arrangements and online integrated meeting management programs.
7. Meal functions and service options.
8. Standard meeting room set-ups and designs.
9. Multimedia presentations
10. Destination Management companies.
11. Advance registration.
12. On-site registration.
13. Registration packets.
14. Special needs services and accessibility.
15. Request For Proposal (RFP) for contracted services.
16. Pre-conference and post-conference staff meetings.
17. Protocols, business behavior, and appropriate business attire for international destinations.
18. International site selection.