

MEETINGS & EVENTS MANAGEMENT

William F. Harrah College of Hotel Administration

Meetings & Events Management

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Hotel Administration

For more information about careers in
Meetings & Events Management:
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Careers in Meetings & Events Planning

Most of us have attended a conference, a convention, a trade show or a special event such as a concert or a wedding held in a beautiful hotel. Little thought goes into how much planning went into these functions to make them a success. That work is done by a meeting planning professional. Meeting planners coordinate every detail of meetings and conventions, from the meeting location, to the speakers, to arranging for printed and web-based materials and audio-visual equipment. Professional planners search for prospective meeting sites, which could be hotels, convention centers, conference centers or concert arenas. They negotiate contracts with speakers, entertainment, facilities and suppliers and must oversee finances. They are given overall budgets by their organizations and must create a detailed budget, forecasting what each aspect of an event will cost. The job of a meeting or event planner is to create a great experience for the attendees and exhibitors who participate. This industry inspires people to be creative, efficient, organized, and in a constant state of growth.

Meetings, conventions, and events bring people together for a common purpose, and the planners work to ensure that this purpose is achieved seamlessly. An important part of all these different functions of meeting professionals is establishing and maintaining relationships. Meeting, convention, and event planners interact with a variety of people and must be able to communicate effectively. They must understand their organization's goals for the meeting or convention, be able to communicate their needs clearly to meeting site staff and other suppliers, maintain contact with many different people, and inform people about changes as they occur.

All students are admitted directly into the Hospitality Management Major and will receive the education required to manage any business through their participation in courses such as human resources management, organizational behavior, facilities management,

hospitality law and a course in leadership, management and ethics. Students also study food sanitation, food service operations, cost control, career development, financial and managerial accounting, financial management, hospitality service management, and operations and strategic management.

The addition of a concentration in Meetings and Events Management provides study focused on the convention, conference, tradeshow and special events industry through additional coursework taken in introduction to convention, meeting planning, special events management, and a capstone course called Festivals which utilizes all learned knowledge to put on an actual event. The addition of the required work experience and internship in the meetings and events area as well as a broad liberal arts approach to the general education core makes this program second to none in preparing future meetings and events planners and managers.

UNLV

WILLIAM F. HARRAH
College of
HOTEL
ADMINISTRATION

The College

The William F. Harrah College of Hotel Administration offers one of the world's best programs in the preparation of students for the global hospitality and leisure services professions. Strong classroom academics are combined with focused internship and mentoring opportunities to provide a solid, applied educational foundation. The college features professional programs with a career in management as its goal. Our programs prepare students for a diverse and exciting business focus specific to careers in hotels/lodging, restaurants, tourism, gaming, trade shows, conventions, meeting planning, and food service. In addition, our location offers students the "World's Greatest Laboratory" of opportunities to acquire professional experience in the hospitality and leisure services field.

Career Opportunities

The meetings and events industry is an exciting, fast-paced field, which allows, encourages, and rewards creativity and innovation. According to the Bureau of Labor Statistics, employment of meeting and convention planners is expected to grow faster than the average for all occupations over the next decade. As businesses and organizations become increasingly international, meetings and conventions become even more important. In organizations that span the country or the globe, the periodic meeting is increasingly the only time the organization can bring all of its members together. Remember also that many graduates are employed on the venue side, working in convention centers and hotels with conference facilities. They are the people that professional planners work with in arranging events and meetings for their organizations. Being an independent planner is another option that can be challenging but rewarding, and is one of the fastest growing segments in the meetings industry according to *Professional Meeting Management*®, Fifth Edition (PMM5).

Who Hires Our Graduates?

- Allegiant Air
- Activity Planners
- Aristocrat Technologies
- ARAMARK
- Bally Technologies
- Bob Evans Restaurants
- Boyd Gaming Corporation
- Caesar's Entertainment
- Cannery Casino Resorts
- Canyon Ranch Spa Club
- Charlie Palmer Group
- Club at Cordillera
- Club Med
- Coast Hotels and Resorts
- Compass Group
- Cornerstone Colorado Club
- Cosmopolitan Casino Resort
- Dakota Events
- Destination by Design
- Dragon Hill Lodge
- Echelon Resorts
- Ecolab
- Encore Productions
- Enterprise Car Rental
- Expedia
- Fairmont Hotels
- Four Seasons
- Freeman Group
- GBS Linens
- GES Exposition
- Hard Rock Casino
- HEI Hotels
- Highgate Hotels
- Hillstone Restaurant Group
- Hilton Hotels Corporation
- Holland American Line
- Houston's Restaurants
- Hyatt Hotels and Resorts
- IGT
- Incline Village Resorts
- InterContinental Hotel Group
- J. Alexander's Corporation
- Kimpton Hotels and Restaurants
- Kohler Company
- Konami
- Las Vegas Convention & Visitors Authority
- Las Vegas Sands (Venetian Group)
- Lettuce Entertain You Enterprises
- Loews Lake Las Vegas Resort
- LXR – Luxury Resorts and Hotels
- Mammoth Mountain Ski Area
- Mandarin Oriental
- Marriott International
- MGM Resorts International
- Mina Group
- Omni Hotels
- Pacifica Hotel Company
- Panda Express

- PCH Resorts
- Peninsula Hotels
- Pinnacle Entertainment
- Pizza Hut
- Priority Event Staffing
- Resort at Squaw Creek
- Rosewood Hotels and Resorts
- Sage Hospitality Resources
- SeaWorld Orlando
- ShuffleMaster
- Sodexo
- Soirees Catering
- Southern Wine and Spirits
- Starbucks Coffee Company
- Starwood Hotels and Resorts
- Station Casinos
- T.G.I. Fridays
- The Capital Group
- The Cheesecake Factory
- The Grand Del Mar Resort
- Tower 23
- Trump International
- USA Hosts
- Vail Resorts
- Vegas 4 Locals
- Walt Disney World
- White Lodging
- Wirtz Beverage
- Wyndham
- Wynn Las Vegas

Typical Jobs in the Meetings and Events Field include. . .

- Account Executive for a Convention and Visitors Bureau
- Account Executive for a Destination Management Company
- Account Executive for a Service Contractor
- Association Meeting Planner
- Catering Sales Manager
- Conference Sales Manager
- Convention Audio-Visual Coordinator
- Corporate Meeting Planner
- Event Planner
- Exhibit Manager
- Exhibit Sales
- Hotel Convention Sales Manager
- Hotel Convention Service Manager
- Hotel Sales and Marketing Manager
- Independent Meeting Planner
- Meeting Concierge
- Meeting Marketing Manager
- Showroom/Entertainment Coordinator
- Special Events Manager
- Supplier/Distributor Account Executive
- Tour and Travel Sales Manager
- Tradeshow Manager
- Wedding Planner