

TCA 110:1002

Introduction to the Convention Industry

Office Hours: Immediately preceding or following class; by appointment

Class Location and Time: BEH 107; Tuesday/Thursday; 11:30 am to 12:45 pm.

Text: Meetings, Expositions, Events and Conventions: *An introduction to the Industry*. Author, George Fenich; 3rd Edition; New Jersey: Pearson Education Inc. ISBN: 13: 978-0-13-512458-1.

Course Description: Overview of the convention industry, including meetings, trade shows, special events, expositions, conferences (MEEC) and incentive travel; roles of key industry supplier partners.

Course Goals: Face to Face interaction is one of the most effective forms of communication from which meetings, exhibitions, events and conventions have become a powerful forum. TCA 110, will define and examine the primary fundamentals of the meeting industry and introduce students to those orchestrated components that comprise a successfully planned event.

Our classroom will be an interactive exchange of ideas that surfaces the impact and purpose of meetings, prepare students for continued in-depth study of hospitality management, build enthusiasm for the services industry and prepares for the application of learned knowledge.

Educational Objectives:

After completing this course, you will be able to:

- Understand the fundamentals and key components of the meetings industry
- Articulate the glossary (APEX) of terms that define the industry
- Know who the industry suppliers are
- Differentiate venues and facilities used for meetings & events
- Identify the purpose and goals of meetings by market segments and demographic profile
- Create a Request for Proposal (RFP)
- Construct a Banquet Event Order (BEO)
- Plan a Site Inspection

- Promote and market an event
- Detail an Event Specification Guide (Group Resume)
- Recognize social, political and ethical issues related to convention industry
- Recognize risk factors and understand good risk management
- Plan and design a meeting from inception to completion

Course Expectations: This is an interactive course. Students are encouraged to be inquisitive and expressive of their ideas in class. You are expected to have read all assigned readings in preparation for class discussion. Our text, lectures, class discussions, suggested class resources and guest speakers are the primary instructional methods. Students will utilize web campus to access course material, additional resources and class updates.

Every student will participate in a group project presentation that will be conducted at the end of the semester. There will also be **6 unannounced** in-class pop-up quizzes of which 5 will count toward your total class grade score (you may drop lowest graded quiz). There will be 3 assignments, one mid-term exam and a final exam.

WebCampu Use: WebCampus services are used extensively in this course. All lecture notes, assignments, and examples are located on WebCampus. WebCampus course email is available for you to use in your groups or with other classmates. I will use WebCampus email and announcements to notify you of any messages, changes to the syllabus or other pertinent information. You can also contact me using my main email fieldsa@unlv.nevada.edu.

Notes: The syllabus is subject to minor revisions. You will be notified either in class, WebCampus “Announcements” and/or email of any changes.

Grading Scale:

This class is based on a total points system as follows:

93% and above A; 92-90% A-; 89-87% B+; 86-83% B; 82-80% B-; 79-77% C+; 76-73% C; 72-70% C-; 69- 67% D+; 66- 63% D; 62-60% D-; Below 60% F

Point breakdown:

In-class participation	25 points	(5%)
Pop-up Quizzes	100 points	(20%)
Assignments	75 points	(15%)
Midterm	75 points	(15%)
Group Project	125 points	(25%)
Final Exam	<u>100 points</u>	<u>(20%)</u>
Total possible points:	500 points	(100%)

In-class Participation & Attendance: Up to 25 points of your final grade will be based on in-class participation. The convention business is highly interactive and the purpose of meetings is to bring people together for that very purpose. In additions to punctual class attendance and timely completion of all assignments, **participation grades will be based on** your consistent contribution to class discussion; ability to respond and/or pose pertinent questions related to the class.

Quizzes: Quizzes are designed to show your measured understanding of recent materials presented in class. There will be 6 unannounced in-class pop-up quizzes worth 20 points each. Quizzes will consist of true or false, multiple choice and short answer questions. **There is no make-up test for missed pop up tests.** However, only 5 of the 6 tests will be used toward achieving **100 possible points** providing you the option to either drop your lowest quiz score or account for a missed test due to absence.

Assignments: There will be 3 out-of-class assignments worth 25 points for a **total of 75 points**. You will be asked to either write a research paper to **demonstrate your conceptual knowledge** of course material (2 to 3 pages in length; double spaced, 12 font, Times New Roman) or provide a short answer solution response to problem scenarios found within the convention industry.

Assignment details will be provided during the class immediately preceding the assignment in which it is due. You may use all resources: text, notes, independent research to complete your assignments. **Due dates are strictly enforced by point deduction for late submission.** The amount of deducted points is at the discretion of the instructor.

Mid-Term Exam Format/Policy: There will be 1 mid-term exam consisting of True or False, multiple choice and matching questions worth a total of **75 points**. Questions will be designed to determine your comprehensive understanding of all course materials learned from week 1 to the mid-term date. **There is No makeup exam for the mid-term without prior authorized permission by the instructor.** If you miss it for any unauthorized reason, you will receive a “0” for that exam. You will need a Scantron and #2pencil for exams. No books, notes, lap tops or calculators may be used while taking the exam.

Final Exam: **100 total points** (20 % of final grade). The Final Exam will follow the same policy/format of the mid-term exam and may include all class material. See Syllabus for exam schedule

Meeting Planning Project: Will be a team project (typically 5 to 6 students per team) worth up to **125 points** (see project grade outline below). Your team will be asked to design a meeting or event based on a particular set of provided parameters. Specific guidelines for the project procedure, team sign-up and performance expectations will be provided. Each **team will be required to conduct an actual site inspection** of a suitable venue which meets the requirements appropriate for your event. I can assist you in setting up appointments for your venue site inspection, however this process is part of the valuable learning experience best accomplished by your own resourcefulness.

The culmination of the team project will be the submission of an organized binder that details your event, and by formal class presentation conducted by the entire team (15 to 20 minutes at the end of the semester.

Team presentation/Organization	25 points
Application of industry knowledge	25 points
Research/creativity	25 points
Site inspection report	25 points
Individual team member contribution	<u>25 points</u>
Total	125 points

Guest speaker(s): Attendance is mandatory for all guest speaker. Please be prepared to present questions during the Q & A portion of their presentation and to be tested on their material. Our guest speaker(s) will be very high profile leaders and experts from within our industry. Please give them the professional courtesy of your full attention and use the opportunity to both meet and make an impression upon the leaders of our community.

Extra Credit: at the option of the instructor.

My "Hot Buttons"

Noise and Distractions. Keep personal conversation to a minimum. Be courteous to those around you. Do not use yours cell phones nor text while in class. Lap tops are for note taking only.

Tardiness Statement: Class starts promptly. **Do not be late!**

Do not chew gum in class!!

The Door. There is a right way and a wrong way to enter and leave a room. Do not allow the door to slam. This is especially important when exiting the room during a test.

Unprepared for class. My WebCampus notes are provided as a courtesy to you. You must still READ the assigned chapters. Test questions come from both sources. Anything in the book MAY appear on your test.

Cheat. If caught, you will fail the class. If you are caught cheating with the aid of another student, both will fail.

Laptops: If you want to use a laptop to take notes or follow along, you are welcome to do so. HOWEVER, you must sit in or near the front row. Checking Facebook or other non-class related activities is prohibited. If caught using your laptop for recreational use in class may result in you losing laptop privileges completely.

Cell phones: Texting and other activities on your cell phone are prohibited. Cell phones should be left in your book bag, purse, or pocket during class.

Course Schedule

1/19 Syllabus Review, Course Objectives; Convention industry overview.

1/21 *Chapter 1* Lecture/discussion; Introduction to Meetings, Expositions, Events and Convention Industry/CIC APEX glossary

1/26 *Chapter 2*; Lecture/discussion; Industry Organizers, Sponsors & Stakeholders

1/28 *Chapter 4*; lecture/discussion; Meeting & Convention Venues/hierarchy.

2/2 Lecture/discussion Chapter 4 continued; Chapter 9; Planning & Producing Meetings; Budget planning; Discuss group project; review project guideline.

2/4 Chapter 9 Lecture/discussion continued; discuss project team sign-up procedure;
Review Assignment 1

2/9 Chapter 5 Lecture/discussion; Exhibition & Trade shows; establish project teams;
Assignment 1 is due.

2/11 Chapter 3 Lecture/discussion; Destination Marketing Organizations (DMO's)

2/16 **Guest Speaker; Chris Meyer LVCVA**

2/18 Chapter 7; Lecture/discussion; Destination Management Companies (DMC's)

2/23 Chapter 6 Lecture/discussion; Service Contractors.

2/25 Meeting planning companies (consortiums), Association Management Companies (AMC's) Independent meeting planners; Gather in your project teams; project update/ team progress report; **Review Assignment 2.**

3/1 **Assignment 2 is due**; Chapter 8; Lecture/discussion; Special Events Management

3/3 Review mid-term exam

3/8 **Mid-term Exam**

3/10 **Review mid-term**; Chapter 15; The RFP/Site Inspection.

3/17 Chapter 15 continued; Destination/venue selection; Gather in project teams

3/22 *Spring Break*

3/24 *Spring Break*

3/29 Meeting Specification Guide; Conference services (CSM)

3/31 Chapter 10 Discussion/Lecture, Food & Beverage

4/5 Chapter 10 discussion, BEO's; gather in project teams; project update/ team progress report

4/7 **Guest speaker**

4/12 Chapter 11 Discussion/lecture; negotiation, contracts & risk management

4/14 Chapter 11 continued; The Nat's Assn. of Broadcasters Show (NAB); **Review assignment 3**

4/19 **Assignment 3 due; Lecture Chapter 12 & 13** professional meeting planning on site management

4/21 Chapter 14; global perspective on meetings; Meeting technology; "Green" meetings; future trends. **Lottery selection for presentation order**

4/26 The hospitality workplace, career paths; Project presentation review

4/28 **Group Presentations?**

5/3 **Group Presentations**

5/5 **Group presentations**

5/10 **Final Exam review**

5/12 **FINAL EXAM!!**

UNLV POLICIES AND RESOURCES

Academic Misconduct – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright – The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC) – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular

semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

Tutoring – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at:

<http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at:

<http://writingcenter.unlv.edu/>

Library Resources – Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Communication within the College

All students are encouraged to subscribe to the student listserv for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege> . All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

Academic Advising: Academic advising is available through the college’s Student Advising Center – BEH 543, 702-895-3616.

Rebelmail – By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

University Property and Security: If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy.

Students should not bring valuables, personal items unrelated to course activities, or book bags into the building. The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

Alcohol and Drug Use: Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

Insurance: The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.