

TCA 383: Meeting Planning
The University of Nevada, Las Vegas
College of Hotel Administration
M/W: 11:30-12:45
BEH-111

Office Hours: Immediately following class or by appointment.

Course Description: An examination of the role of the association and corporate meeting planner, including setting objectives and format, site selection, negotiations, program design, speaker selection, budgeting, contracts, marketing, registration, on-site logistics, and evaluation. Professional meeting planning skills are essential to the well-rounded hospitality professional. This course will cover the importance of putting together a well-organized plan for the corporate meeting, which includes skills related to procurement, scheduling, marketing, design and budgeting. Just as important, however, is the understanding that you are orchestrating a social gathering which will undoubtedly have significant implications to your client. Building enthusiasm and creating a sense of belonging for everyone in the room will always be top of mind for the skilled meeting planning professional.

At the conclusion of this course, successful students will be able to:

1. Describe the significance professional meetings play within the hospitality industry.
2. Identify the most common meeting-types and understand the various elements which lead to success in those categories.
3. Articulate the steps involved in coordinating a professional meeting from design to execution.
4. Explain meeting planning trends and the importance of an international perspective in meeting planning.
5. Identify the social and ethical issues related to professional meeting planning; and
6. Assess and manage risk as it relates to professional meeting management.

Text: The textbook for this course: Professional Meeting Management, 5th Edition, Kendall Hunt Publishing Company, ISBN: 978-0-7575-5212-0

Other materials may be distributed during class, which may include articles, essays, or other information as provided by guest speakers. Information from these materials may appear on examinations and quizzes.

I will endeavor to post lecture notes prior to class on Web Campus, however it is your responsibility to read the assigned text book chapters prior to class and be

prepared to discuss them. I will call on students at random to ask questions and seek commentary and insight from you on the readings. (This interaction is also part of your participation grade.) If students are routinely unprepared, I will consider having more pop quizzes to encourage reading. Being unprepared may also impact your participation grade.

Grading

Examinations: There will be one mid-term and one final examination. Your exams will consist of short answer and multiple choice questions. Each semester, without exception, several students are within 5 points of earning the next highest grade, **so be advised, every point counts**. Please note, as a general rule, I **do NOT round up final grades, but I reserve the right to do so**. Students who participate and are trustworthy group members tend to benefit from any “round up.” If you have any questions about this policy, please ask me now.

Professional Meeting Planning Project: This assignment will be a group effort (typically 5-6 members) and will comprise 33% of your final grade. Your group will be required to prepare a comprehensive meeting solution based on a particular set of issues and requirements from an organization needing your help in putting together a professional meeting. (You will draw at random your client’s name, but your group will come up with the plan and details.) You will approach this project as though you have been hired by the client to perform the functions and solve the problems you will likely encounter. As we all know, group plans can be challenging if one or more members do not pull their weight, so it will be important to work together to develop a compelling and effective plan. Be advised, I have NO tolerance for slackers, which includes students who have routine work conflicts. Group members can earn up to 150 points on the project and points will be distributed as follows:

- Professional Presentation/Organization: 50 points
- Application of appropriate principles: 50 points
- Research/Industry understanding: 50 points

We will discuss this project in more detail at an appropriate point in the semester, but here are some initial details:

Your group will be required to make a formal presentation (20-25 min.) to the class essentially summarizing your recommendations and taking us through your plan. Each group member will present his/her contribution to the plan. **Late plans will not be accepted.**

Attendance/Participation: Participation is encouraged and a portion of your final grade will be based upon student in-class interaction. Don’t be shy! We are all in the hospitality business and confident, verbal communication is crucial.

Although students will be responsible for all material we cover from the textbook chapters, there will also be lectures based upon relevant topics not covered directly in the textbook. Class attendance is therefore recommended in order to obtain the maximum points possible. A good participation score means you show up to class, you fulfill your responsibilities as a group member and you are prepared if called upon/volunteer relevant commentary to our discussions.

Quizzes/Assignments: Two (2) unannounced quizzes/assignments will be given during our time together; they will be worth 25 points each. There will be no make-ups for missed quizzes EXCEPT for excused school-related functions.

Group Leaders: Group leaders will be required to complete a “peer evaluation form” on each student in the group. This is an important responsibility and one that should not be taken lightly. In my view, group leaders are in the best position to assess the efforts of their peers. 40/50 points for will be awarded by your group leader. I will award the remaining 10 points. Group leaders will be awarded a full 50 points for taking on this role.

Points Breakdown:

In-class participation: 50 points
 Quizzes: 50 points
 Midterm: 100 points
 Plan Presentation: 150 points
 Final Exam: 100 points

Total possible points: 450 points

Grading Scale:

93%-100% =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-
 59%- below = F

COURSE OUTLINE*

Class Meeting	Topics and Text Book Chapter
1/20	Course Overview; Chapter 2: Creating Objectives for Meetings and
1/25	Events; CH 3 Managing Meeting Budgets; Discussion of Group Project; Break into groups
1/27	CH 5 Meeting Promotion
2/1	CH 4 Sponsorships
2/3	CH 7 Independent Meeting Planner and CH 8 Small Meetings Management
2/8	RFP Etiquette
2/10	CH 11: Site Selection; CH 12: Partnering w Meeting Managers
2/15	No class, President’s Day

2/17	CH 16: International Meetings, Conventions and Exhibits; Midterm Review
2/22	Midterm Exam
2/24	CH 37: Suppliers and Contracted Services
2/29	Online Marketing for your Event; Structure of the Internet
3/2	CH 24: Registration; CH 25: Housing and Room Block Management
3/7	Booking the Entertainer; Rights Management and Clearances
3/9	CH 26: F&B Arrangements
3/14	CH 43 and CH 44: Common Legal Issues in Event Management
3/16	CH 27: Exhibitions; CH: 28: Wayfinding for Meeting Planners
3/21 & 3/23	SPRING BREAK
3/28	CH 30: Environmentally and Socially Responsible Meetings & Events
3/30	CH 39: Common Ethical Problems in Event Planning
4/4	No class
4/6	CH 10: Technology Toolbox for Meeting Managers; CH 13 Technology Relevancy
4/11	Guest Speaker (tentative)
4/13	Projects Due, presentations begin
4/18	Group presentations, cont.
4/20	Group presentations, cont.
4/25	Group Presentations, concluded.
4/27	Course Review Session
5/2	No class.
5/4	Study Week, no class
5/11	Final Exam, 10:10

If you have a documented disability that may require assistance, you will need to contact Disability Services (DS) for coordination in your academic accommodations. Disability Services is located within Learning Enhancement Services (LES), in the Reynolds Student Services Complex (SSC), room 137. The telephone number is 895-0866; TDD 895-0652.

The university requires all members to the University Community to familiarize themselves 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 OF 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. To familiarize yourself with copyright and fair use policies, the University encourages you to visit its copyright website at: <http://www.unlv.edu/committees/copyright>.

*Please note the course requirements in the catalog. You are responsible for everything presented in class regardless if you are there or not. The corresponding policies of UNLV will be strictly applied in the case of academic dishonesty. UNLV policies on religious holidays will be followed. Please notify me well in advance if you intend to observe your religious holiday. **I RESERVE THE RIGHT TO MODIFY THIS SYLLABUS.**

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.