



TCA 301: THE EVENT PROPOSAL PROCESS
Spring 2022

Instructor Name:

Phone:

E-Mail:

Office Hours: By appointment Office

Location:

COURSE DESCRIPTION

Introductory course which examines the role of the request for proposal (RFP) and its importance in the event planning industry. Examines the independent and corporate meeting planner, including setting objectives, defining success, site selection, negotiations, program design, speaker selection, budgeting, contracts, marketing, registration, on-site logistics, and post meeting event evaluations.

COURSE PREREQUISITES

- TCA 210 – Intro to Meetings & Events

COURSE OBJECTIVES

1. Introduce students to the essential planning components which virtually all meetings and events have in common.
2. Explore meeting categories, the characteristics of each and how the meeting planner fits within each.
3. Understand the importance and role of the RFP in the meeting planning process.
4. Discuss the importance sustainability, culture and international meeting opportunities have in the meetings and events industry.
5. Master the Management of Event Financial Resources.
6. Identify and understand vendor management techniques and strategies.
7. Identify and understand client management techniques and strategies.

COLLEGE OF HOSPITALITY PROGRAM OUTCOMES

1. Communicate effectively in written, spoken, visual and digital modes to different audiences (e.g. industry leaders, employees, employers, faculty and peers).
2. Develop knowledge of the global and multicultural hospitality industry.
3. Understand issues in ethics, diversity, and inclusion.
4. Apply critical thinking to hospitality management problems.
5. Evaluate critical hospitality management concepts.

REQUIRED TEXT, READINGS, AND INSTRUCTIONAL RESOURCES

Textbook: GOING LIVE: The ultimate guide to corporate event planning. Darren J,Johnson, 2017, The Event U LLC Publishing, ISBN: 978-069280-789-7

COURSE GRADING SCALE

Percentage	Grade
93 – 100	A
90 – 92.9	A-
87 – 89.9	B+
83 – 86.9	B
80 – 82.9	B-
77 – 79.9	C+
73 – 76.9	C
70 – 72.9	C-
67 – 69.9	D+
63 – 66.9	D
60 – 62.9	D-
Below 60	F

GRADING POLICIES

Late Submission:

The importance of being on time and present to class cannot be overstated for events. Clients and employers in this industry do not accept late work, so it will not be accepted in this class and will earn zero points.

Incomplete Policy:

The grade of I — incomplete — can be granted when a student has satisfactorily completed at least three-fourths of the course, 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. A student who receives an I grade is responsible for making up whatever work was lacking at the end of the semester. The incomplete work must be made up before the end of the following regular semester. 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 I grade.

Student Responsibilities and expectations

Students are required to log on to WebCampus DAILY and study assigned units. It is very important that you pay close attention and track of dues dates and times for the quizzes, assignments, and the final project. **The lecture will be uploaded twice a week (Monday and Wednesday).**

Our active form of group interaction is via the online discussions. You are expected to utilize discussion boards in WebCampus for communication and participation. The discussion threads are an opportunity to share experiences with your peers.

A Note About Communication

I am happy to address any questions you may have – by submitting your query in the WebCampus Chat, we will all learn from it! I will also be supplying you with a great deal of information via WebCampus. I require that you check the Announcements daily for up-to-date information about the course (as will I). As an online course, we rely on electronic forms of communication, but by utilizing WebCampus you can make the answers to your questions available to everyone, minimizing confusion. Please know that you are also welcome to email me or speak on the phone or WebEx.

COURSE SCHEDULE

Week	Date	Lecture Topic
1	1/17	Martin Luther King Jr. Day Recess
1	1/19	Introductions, course overview, syllabus review
2	1/24	Discussion of event planning process Overview of the US event industry
2	1/26	A response to request for proposal (RFP) Final project discussion Setting Goals & Defining Event Success
3	1/31	Event Financial Analysis and Budgeting Pre-Event Planning
3	2/2	<u>Quiz 1 (Covers topic on week 1-3) Available from 9 am to 11:59 pm on Feb. 2</u>
4	2/7	Tone v. Theme: How determining these elements can make or break an event Selecting and Inspecting Your Venue (CH:6) Creating the right vibe for indoor venue (CH:7)
4	2/9	The Basis for Event Inquiry and Design Understanding the Complexities of Outdoor Event (CH:8) Killer Events in Funky Spaces (CH:9)
5	2/14	<u>Quiz 2 (Covers topic on week 4) *Available from 9 am to 11:59 pm on Feb. 14</u>
5	2/16	Food & Beverage integration Food and Drink 101 (CH:10)
6	2/21	Presidents' Day Recess
6	2/24	Event Promotion: Getting the Word out quickly and cost effectively
7	2/28	Event Sponsorship
7	3/2	<u>Quiz 3 (Covers topics on week 5-7) *Available from 9 am to 11:59 pm on Mar. 2</u>
8	3/7	Improving attendance through use of Entertainment and Speakerships, Winning entertainment (CH:11)
8	3/9	<u>Work on your response to a RFP *First draft Due 11:59 pm, Mar. 9</u>

9	3/14 – 3/16	<u>SPRING BREAK</u>
10	3/21	Multicultural Opportunities
10	3/23	Event Legalities and Liability Avoidance Strategies Risk management (CH:12) * <u>Article Reflection Report Due, 11:59pm, Mar.23</u>
11	3/28	<u>Quiz 4 (Covers topics on week 8-10) *Available from 9 am to 11:59 pm on Mar.28</u>
11	3/30	Using Event Technology to improve guest experiences
12	4/4	Going Green: Event Sustainability Strategies
12	4/6	Event trends
13	4/11	The Changing Landscape of Event Planning (CH:15)
13	4/13	<u>Quiz 5 (Covers topics on week 11-13) *Available from 9 am to 11:59 pm on April.13</u>
14	4/18	<u>Work on your response to a RFP *Final proposal due 11:59 pm, April.18</u>
14	4/20	Virtual events
15	4/25	Virtual events
15	4/27	Final project presentation
16	5/2	Final project presentation
16		Study week
17	5/9	Final exam week

Academic Requirements

Attendance/Participation:

Participation is required, and a portion of your final grade will be based upon student in-class interaction. We are all in the hospitality business and confident, verbal communication is crucial. **Ad-hoc in-class activities and case studies will be announced and assigned during the class (at random). You can find the information (tasks and due dates) at the end of the lecture note.** The purpose of the ad-hoc and in-class assignments is to ensure that you fully understand the concepts/applications in the book and in the class.

***You will need to listen to every lecture and check out the assignment at the end of the lecture note.**

Quizzes:

The quizzes are designed to test students' comprehension of the lectures (assigned reading). There will be 5 quizzes given in the course (30% of your total grade), all of which will be administered online. It is not recommended that you miss a quiz; quizzes cannot be made up without a University-sanctioned excuse. **Quizzes will cover the assigned readings and materials uploaded on web-campus and quizzes will be available online from 9 am to 11:59 pm on quiz day.** Note that you will only be able to access each quiz once. After that, the system will not allow you to re-take the quiz. It is STRONGLY recommended that you take quizzes early during the time they are available and avoid taking them on the last minutes. This will greatly reduce your chances of encountering technical difficulties while taking the quiz and will give us time to address any problems as they occur. Also, remember that it is your responsibility to use a reliable computer with a trustworthy internet connection. If you lose your connection while taking the quiz, you will lose your grade for the quiz.

Assignments (Article reflection report):

Recently, attendee event engagement is one of the most critical to the success of the event.

Here is article (<https://blog.bizzabo.com/event-engagement-guide>) about event engagement.

Based on your reflection from the reading, you can think about at least three event engagement practices/strategies for your future (any) events (it can be before/during/after the events).

*Article reflection report Due on March 23 by 11:59pm.

Response to a RFP Project:

This assignment will be a group effort and will comprise 30% of your final grade (Proposal report: 200 pts, Oral Presentation: 100 pts). Your group will be required to prepare a response to a RFP on a particular set of issues and requirements from an organization needing your help in putting together a professional meeting. (Your group will draw your client's name at random.) 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 or who don't show up for meetings. You will NOT be able to pass the class if you don't share in the work and responsibility of this project.

***First proposal draft is due on March 9 by 11:59 pm. The draft will include your plan for the event. You can submit your draft you've done so far. The feedback on your draft will be given to further develop your final proposal. The final proposal is due on April 18 by 11:59 pm.**

Your presentation is a summary of your proposal and an opportunity to introduce your proposal to your clients. Instead of presenting in class, you will need to record your screen in PowerPoints or you can use any software programs to record your presentation. **Specific instruction will be given.**

Presentation will take 15-20 mins. Submission folder on web-campus will be created. Each group should submit your presentation by your assigned presentation date.

** Important to note: Everyone can view other group's presentations. You should listen to other group's presentations and write at least one short comment or question in each presentation.

Final Examination:

Your exams will consist of short answer and multiple-choice questions and the exam will be administered online. To help you prepare the final exam, the exam review session will be provided one week before the exam week. Unless permission is justifiably requested and subsequently granted by the professor prior to the exam, no make-up exam will be provided.

Course Evaluation:

Item	Grade Points
Article Reflection Report- Individual	100 (10%)
Participation: Ad-hoc In-class activities – Individual	100(10%)
RFP Response Project– Group	300 (30%)
Quiz (5 quizzes – each 60 points) – Individual	300 (30%)
Final Exam – Individual	200 (20%)
Total points	1000 (100%)

UNIVERSITY POLICES

Public Health Directives

Face coverings are currently mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](https://www.unlv.edu/coronavirus/health-requirements), <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with

these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Student Conduct Code](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We 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 to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be

deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

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 student or employee 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 [copyright policy information](#) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](#) (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester, and make an appointment to discuss their accommodations with their instructors.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](#), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](#), <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of "I" (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student's control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. 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 period indicated, a grade of "F" will be recorded, and the student's GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the "I" grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries' Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=) webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a "Drop one" option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate's policy, and an infringement on the student's right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV's official email system for students and by University policy, instructors and staff should only send emails to students' Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second

floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the LiedLibrary, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLVstudents at the Writing Center, <https://writingcenter.unlv.edu/>, located in the CentralDesert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance.

Students may make appointments in person or by calling the Center, telephone 702- 895-3908.

Students are requested to bring to their appointments their Rebel ID Card, acopy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see University Statements and Compliance, <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another’s points of view, acknowledging that there may be disagreements,keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.