HOS 160
Meetings, Conventions, and Conference Management
3-3-0

COURSE DESCRIPTION:
The meetings, conventions, and conference industry is a major market sector in the tourism and hospitality industry, and is one of the fastest growing sectors within the industry. This course will provide students insight into its elaborate and diverse nature exploring operations, strategic meeting management, accommodations, food and beverage management, technical services, risk management, project management, technology, and the U.S. multicultural meetings market. This culminating experiential course allows students to plan and execute an event.

REQUISITES:
None

Previous or Concurrent Course Requirements
None

Learning Outcomes Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Discuss meeting, convention, and conference industry development.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
2. Discuss business segments of the meeting, conference and convention industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
3. Discuss project and meeting management.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
4. Discuss negotiations, contracts, liability, ethical perspectives, and budgeting for meetings, conferences, and conventions.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event

Learning Outcomes	Learning Activities	Evaluation Methods
5. Demonstrate the skill sets needed to brainstorm, problem solve and critically evaluate problems and solutions within the meeting, conference and convention industry.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
6. Demonstrate appropriate methodologies for designing, implementing and evaluating meetings, conferences, and conventions.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
7. Employ oral and written communication skills, appropriate to the audience, to articulate learning through experience.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event
8. Demonstrate an understanding of how to work effectively in teams through experiential learning.	Lecture AV/Multimedia Discussions Projects	Written Assignments Written Exams Planning and executing an event

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

Sequence of Topics:
1. Introduction and overview of the meetings profession.
2. Strategic meetings and aligning with organizations.
3. Blending project and meeting management.
4. Designing and budgeting the meeting experience.
5. Site, exhibitions, and venue selection.
6. Risk management, security, and meeting safety.
7. Negotiations, contracts, and liability.
8. Marketing the meeting, housing, registration, and onsite management.
9. Food and beverages fundamentals.
10. Bringing the meeting to life, event technology, and post-meeting follow up.

Learning Materials:
Smith,W. *Comprehensive Strategies for Meeting, Conventions and Events* (6th ed).
Charleston, SC: Professional Convention Management Association Publisher,
Agate Publishing. (2008)

Other learning materials may be required and made available directly to the student
and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Shawn Murray   Date: 12/8/2018
VPAA/Provost or designee Compliance Verification: Date: 2/25/2019

*This course is consistent with Montgomery County Community College's mission. It
was developed, approved and will be delivered in full compliance with the policies and
procedures established by the College.*