

COURSE OUTLINE

HMGT-164

Introduction to Meetings and Conference Operations

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

The course provides the student with an introductory approach to planning and executing meetings, special events and conferences. The course examines practical advice on every aspect of organizing and managing special events, such as how to choose the best venue; preparing and managing the budget; scheduling; coordinating food and beverages, selecting decor, themes, and entertainment; media; and staffing. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Identify the initial planning and budgeting steps when putting together a special event.
2. Explain the steps needed to create the special event theme.
3. Develop the Master Timetable for a special event.
4. Explain the organizational and timing functions needed for a special event.
5. Describe the process for identifying the proper location for an event.
6. Explain the role of transportation in planning and executing a special event.
7. Explain the steps to be considered for guest arrival.
8. Summarize and explain the needed venue requirements.
9. Explain the steps in preparing the guest list.
10. Describe the food and beverage function's role in the special event.
11. Develop a sample menu for a special event.
12. Develop a marketing plan for a meeting, conference and special event.
13. Develop the floor plan and exhibit hours for a meeting, conference and special event.
14. Summarize the process required for evaluating a special event.
15. Develop an evaluation for a delegate, exhibitor and management.

Major Topics

- I. Introduction and Setting Objectives
- II. Create the Theme
- III. Assembly and Organization
- IV. General Planning Committee
- V. Internal Meeting Staff
- VI. Scheduling Requirements
- VII. The Budget
- VIII. Contracts
- IX. Recordkeeping and Accounting
- X. Property Selection
- XI. Site Inspection
- XII. Transportation
- XIII. Menu Planning
- XIV. Outside Functions
- XV. Room Arrangements
- XVI. Marketing and Publicity
- XVII. Speaker, Presenters and Entertainment
- XVIII. Airlines
- XIX. Contract Security
- XX. Special Considerations

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: final grades will be calculated on the basis of exams, computer lab work, quizzes, and class projects.

Other Course Information

This course is a Hospitality Management major area elective.