

**TOUR 440 Meetings and Conventions
Syllabus
George Mason University
Spring 2010**

CLASS TIME & LOCATION: Mondays 1:30 p.m.-4:10 p.m. FX-Robinson A 111

CREDITS: 3 Hours

PROFESSOR: Seungwon “Shawn” Lee, Ph.D.

OFFICE: Bull Run Hall 210 B

OFFICE HOURS: Tuesdays 10:00 am - 11:00 am (FX campus, RAC, #2109)

Thursdays 3:30 pm -- 5:00pm (PW campus, Bull Run Hall, #210B)

Other times by appointment

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PREREQUISITE: *At least 9 hours of TOUR credits. This is **MUST** condition. If you do not meet the prerequisite requirement, the professor will drop you from course automatically.*

REQUIRED TEXT:

The Convention Industry Council Manual, 8th ed.

(available at book store and www.conventionindustry.org)

COURSE DESCRIPTION: The course focuses on basic aspects and skills involved in planning and managing of meetings and convention.

OBJECTIVES OF THIS CLASS: This course will provide students with an understanding of the meetings industry and with technical/professional skills required to properly execute and manage meetings, conference, and conventions. Focus will be on application of knowledge and techniques to real world situations.

EVALUATION

Type	Points	Due Date
Attendance	50	Each class
Midterm	100	March 15
Final Team Project Due	150	April 26
Final Exam	100	May 10
Total	400	

Attendance

Each absence that is not excused will reduce 10 points from the attendance score of 50. If a student misses more than 5 classes, additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending a full class (1:30pm ~ 4:10 pm). Full credit of attendance will only be given to those students who attend full class. Attendance check will be done at the beginning of class and after break if necessary (if there is any change in the number of students attending second part of class after a break).

- Excuses to miss class will be considered only when family or health emergencies occurs and only that is documented.
- Leaving class with special occasion should be notified to your instructor prior to the beginning of class that you will be leaving early. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student’s responsibility to sign in on attendance sheets for each class. Be sure to let your instructors know, during a break, if you came in late so that you will not be counted as absent.

Final Project (tentative)

Students will be assigned to a project listed below. It is an actual meeting that is going to be held in Washington, DC in March 2010.

- MPI Capitol Meeting (March 2010).

Students will be involved in planning and coordination of the meeting/convention and work with meeting professionals. This is a project to be developed continuously throughout this semester, and to be submitted as scheduled. Each team will develop a meeting portfolio according to specifications provided by the professor. Each team will also present their work to the class with Power Point slide.

Oral Presentation

Each team will be given 35 minutes (including Q&A) to present their final project. Detailed grading matrix will be given later of this semester.

Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor’s note.

Final grade is determined by percentage of total points:

Total score (Percent of Total Point)	Grade
400-376 (100%-94%)	A,
375- 360 (93%-90%)	A-
359- 348 (89%-87%)	B+
347- 332 (86%-83%)	B
331-320 (82%-80%)	B-
319-308 (79%-77%)	C+
307- 292 (76%-73%)	C
291-280 (72%-70%)	C-
279- 268 (69%-67%)	D+
267- 252 (66%-63%)	D
Below 252 (63%)	F

TENTATIVE DAILY SCHEDULE

Note: Instructor reserves the right to alter the schedule as necessary.

CLASS	DATE	TOPIC/ACTIVITY	READING
1	01/25	Introduction to Meetings and Conventions Syllabus Review	Ch. 1
2	02/01	Setting goals and objectives Meeting Components; Types of Meetings Understanding the Attendee & the Product Meeting industry and associations Guest Speaker: Ms. Tamie, CMP Membership committee, Potomac Chapter Meeting Professionals International (PMPI) *Site visit: 2/3 (Wed.) PMPI reception 6-8 pm (Arlington Westin)	Ch. 4
3	02/08	Programming Program contents Financial Management Measuring ROI Budgeting ,Accounting	Ch. 8 & 9
4	02/15	Food & Beverage Guest speaker: Mr. Vince, Director of F&B, National Conference Center	

5	02/22	Logistics Accessibility Function rooms and set-ups	Ch. 11 & 12
6	03/01	Transportation Facilities and Services Location and Site Selection ** Guest speaker: CVB (Baltimore)	Ch. 16, 28 & 31
	03/08	No Class (Spring Break)	
7	03/15	MIDTERM EXAM Group Project Day	
8	03/22	Meeting Technology A/V Requirements	Ch. 21, 22, 23 & 30
9	03/29	Registration, Reservations & Housing	Ch. 24, 25 & 29
10	04/5	Special Events & Entertainment Events Specification Guide	Ch. 20 & 27
11	04/12	Communication, Risk Management Convention Services On-site management **Guest Speaker: Director of Conference Service (Mandarin Oriental Hotel)	Ch. 15, 17, 18 & 19
12	04/19	Negotiation, Contracts & Evaluation ** Guest Speaker: Mr. Howard Feiertag (VirginiaTech, Tentative)	Ch. 6 & 10
13	04/26	Final Project Due Future of Meeting Industry	
14	05/3	Final Project Oral Presentations	
15	05/10	Final Exam	

**** Tentative guest speakers**

THE HONOR CODE WILL BE STRICTLY ENFORCED IN THIS COURSE. ALL ASSIGNMENTS SUBMITTED SHALL BE CONSIDERED GRADED WORK, UNLESS

OTHERWISE NOTED. ALL ASPECTS OF THE COURSE WORK ARE COVERED BY THE HONOR SYSTEM.

Hands-on experience OPPORTUNITY

Feb. 25	Destinations Show Case – Washington Convention Center
March	Meeting Professional International Capitol Meeting-Washington, DC

Final Group project

PLAN A MEETING PROJECT

You are the meeting planner for a major consumer products company. Your boss has advised you to plan a meeting for the sales department during January 2007. This should be a three night event at a warm weather resort in the U.S. or off-shore, but needs to be at a 4 or 5 star type of facility. The boss wants interesting meetings along with some recreational activities; prefers music and entertainment each evening with receptions and banquets.

The group will number 100 participants plus spouse/guests are invited. Total number expected is 200.

Staff will conduct meeting sessions; however, a fun-type speaker will need to be engaged for the final night banquet. Budget is \$2,000 per person, not including air fare. It is expected that the entire budget would be spent.

You should determine the purpose & objective of the meeting, select location and site, create a detailed budget and plan the program from arrival to departure for the three nights and four days involved in the meeting. Also include the program planning, and your promotion effort, along with details of what your contract will include.

You will need to contact appropriate resources to be able to complete this lab project. Report is to be submitted on Nov 20, 2008 at the BEGINNING, NOT THE END of class.

Value of the project is up to 100 points for each team member. Each team member is to participate in each of all phases of the project.

Final project evaluation matrix

PLANNING A MEETING PROJECT

TOUR 440

FALL 2008

STUDENT GRADE SHEET

Students

Names: _____

Points allowed per category as indicated

Purpose & Objective (10) _____

Attendee Profile (15) _____

Location Selection (5) _____

Site Selection (5) _____

Budget (20) _____

Program Planning (15) _____

Planning F & B (10) _____

Promotion (5) _____

Negotiations (5) _____

Overall Creativity (10) _____

Total 100 _____

**TOUR440
MEETINGS & CONVENTION MANAGEMENT**

STUDENT INFORMATION SHEET

Last Name:

First Name:

Total credits in TEM:

Prefer to be called:

Local Address:

Local Phone:

Indicate any hospitality job functions you have experienced:

Please explain why you have enrolled in this course:

Please make any comments for the benefit of the instructor to help you successfully complete this course: