

George Mason University
College of Education and Human Development
Tourism and Events Management

Tour 440 001 – Meetings & Conventions
3 Credits, Fall 2017

Tuesday 7:20 pm – 10:00 pm – Robinson Hall B224 – Fairfax Campus

Faculty

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Prerequisites/Corequisites

TOUR 220 and PRLS 310 are required prerequisites for this course. Prerequisites are enforced by the registration system. If you do not meet the prerequisite requirements, the professor will (must) drop you from the course.

University Catalog Course Description

Analyzes meetings, incentives, conventions, and exhibitions with respect to business environment and structure, industry suppliers, site and faculty selection, human resource management, legal and financial issues, marketing and promotion, and event organization.

Course Overview

1. **Cell/Smart Phones and Laptops Policy:** Cell phones must be turned off or silenced during class. Laptops, tablets and iPads are permitted but for the sole use of taking notes for the class. If a student is found playing games or on other sites not related to the course, that student will no longer be permitted to utilize electronic note taking for the course.
2. **Attendance:** Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 point deduction), an additional 10 points per absence will be deducted from the final score of the course without limit. The definition of “full attendance” is attending an entire class (7:20 pm – 10:00 pm). A full credit of attendance will only be given to those students who attend the full class. Attendance check in will be done at the beginning of classes and after a class break if necessary (in the case that there is a change in the number of students attending class after a break).

Excuses to miss class will be considered only when family or health emergency occurs and only when documented. Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class. Leaving class to study for another class is not an excused absence. Be sure to let your instructor know during a break if you arrived after the start of class to avoid being counted absent.

Specific Rule on Group Project:

There are multiple occasions that the class is given a group project time during the class hours. This is counted as a class and all students should remain in the classroom and attend. Failure to do so will result in a deduction of attendance credit.

Course Delivery Method

This course will be delivered using a lecture/group activity format. Our class will be part of a program that uses Blackboard LMS, called Bb Learn 9.1 (Bb9.1) where you will be able to obtain course postings. Please check Bb before each class. This course also requires that the student read the assigned work in the required textbook to be able to fully participate in class.

Learner Outcomes

This course is designed to enable students to do the following:

1. An understanding of the meetings industry
2. Technical/professional skills required to properly execute and manage meetings, conferences, exhibitions, and conventions.
3. Apply knowledge and techniques to real world situations.

Professional Standards

Upon completion of this course, students will have met the following professional standards: CVENT: Supplier Network Certificate; SOCIAL TABLES: Certified Social Tables Event Planner

Required Texts

Convention Industry Council Manual (9th Edition). (2014) Alexandria, Virginia: Events Industry Council (formerly known as the Convention Industry Council)

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**

It is expected that all assignments be completed on time. Each assignment not completed will result in a loss of 10 points in addition to any points the actual assignment may be worth.

- **Final Team Project**

Students will form a group of 4 students and develop a meeting planning portfolio based on the provided scenario. Final projects must be submitted through Blackboard and a final presentation submission that will be turned in via hard copy in a binder. Each team will also present their work to the class with a Powerpoint or Prezi slideshow. Each team will be given 15 minutes (including Q&A) to present their final project. Final projects will be evaluated by the professor, invited industry professionals, and classmates. On the class schedule, there are suggested deadlines for specific portions of the project. These are used to guide and assist each group as you seek to manage your workload and stay on track for your final submission on December 5.

- **Individual Assignments**

Each student will be responsible for an in-class assignment as well as a peer evaluation for the final project group. Students will also be graded on small, individual assignments that can be given during class as it relates to the subject matter. Only students with excused absences are permitted to submit individual assignments after class ends. Peer evaluations will reflect the team member's performance as a part of the group project. Any team member who received consistently low peer evaluations may lose up to 200 points (no credit) on the final project and final project presentation. The instructor will determine deduction amounts, if any, based on the team feedback.

- **Examinations**

Examinations in class will include a midterm and final and will be conducted on the scheduled date only. The exams allow the instructor to assess individual knowledge of course material. *Make-up examinations will be conducted ONLY if the instructor grants permission in advance or student has a written doctor's note. Make-up exams may be given in essay form.

- **Extra Credit**

A student can earn extra credit of 20 points (one time) by attending professionally organized meetings or conventions. Students must email the professor information about the meeting or convention for pre-approval. After attending the meeting or conference, students must submit a written report (minimum 2 pages/maximum 3 pages) including a summary of the meeting/convention and evidence of attendance (name badge, program, registration

confirmation, etc.) The report should include learning outcomes from the view of meeting/convention management, not from the aspect of an attendee. Details will be discussed during the class.

Other Requirements

If your instructor is not in the classroom at 4:30 pm, please wait 20 minutes before leaving.

- All written work must be typed, double spaced, 12 point, Times New Roman font with 1-inch margins and submitted on Blackboard unless otherwise directed.
- Citations on written assignments should be made in APA format.

Grading

388 – 400 (97% - 100%)	A+
376 – 387 (94% - 96.9%)	A
360 – 375 (90% - 93.9%)	A-
352 – 359 (88% - 89.9%)	B+
336 – 351 (84% - 87.9%)	B
320 – 335 (80% - 83.9%)	B-
312 – 319 (78% - 79.9%)	C+
296 – 311 (74% - 77.9%)	C
280 – 295 (70% - 73.9%)	C-
240 – 279 (60% - 69.9%)	D
0 – 590 (0% - 59%)	F

ASSIGNMENT	POINTS	DATE
Attendance/Participation – This includes the completion of any in-class assignments given each week.	50	Each Class
Individual Assignments - In-Class assignments will be given as we study various topics in the course. Students will complete specific assignments in class and submit in various ways. Instructions for each assignment will be given during class.	100	Various Classes as Assigned
Midterm Exam	200	October 17
Final Oral Presentation - Each team will give a presentation to the class outlining the event they have designed.	200	November 28
Final Project Portfolio – Each team will complete a comprehensive final event project in which they will design and plan a convention from start to finish. Major components of the final project will include a Strategic Plan, Meeting Design, Site Layout, Risk Management Plan, and Evaluation.	250	December 5
Final Exam	200	December 12
*Extra Credit	20	Due 5 Business Days after Conference, but no later than Dec. 5
Total	1000 (*1020)	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/policies-procedures/> .

Class Schedule

*Please note, this schedule lists major assignments that will be due per the syllabus. Students will also be graded on small, individual assignments that can be given during class as it relates to the subject matter. Only students with excused absences are permitted to submit late individual assignments.

WEEK	DATE	TOPIC/ACTIVITY	MAJOR ASSIGNMENTS DUE
1	8/29	Introductions to Meetings & Conventions Syllabus Review	
2	9/5	Meeting Components & Types of Meetings Final Project Review and Team Member Selection Setting Goals and Objectives	
3	9/12	Attendee Profile Understanding the Attendee & Meeting Profile Final Group Project Work Day #1	
4	9/19	Programming 1: Program Contents	
5	9/26	We will not meet face-to-face this week. Online Requirements: Case Study Class Blog Entry Face to Face Requirements: Final Project Group Work Day #2* Location to be Chosen by Your Group	Suggested Completion of Team Project Section 1: Strategic Plan
6	10/3	Programming 2 Financial Management Budgeting	
7	10/10	Budgeting	Suggested Completion of Team Project Section 2: Meeting Design PI & Draft 2
8	10/17	Midterm Exam	
9	10/24	Food & Beverage Final Project Group Work Day #3	
10	10/31	Registration/Site Selection CVENT	

11	11/7	Logistics, Function Rooms, and Set Ups Social Tables: Hands-On-Practice	
12	11/14	Meeting & Event Technology On-Site Management Risk Management	Suggested Completion of Team Project Section 3 – Site Management P1 & Draft 3
13	11/21	Meeting Industry Associations and Career	
14	11/28	Final Project Oral Presentations	
15	12/5	Final Project Due Communication Risk Management Strategic Meetings Management	Final Project Portfolios Due
	12/12	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .