

# CONVENTION MANAGEMENT

## AND SERVICE

HFT 2750  
PROJECTS

### **Professional Reading Report Out: (10 % of your grade)**

Read Two (2), articles from a current trade magazine, or web site associated with the convention business, (**within the last 6 months**). You will fill out the report out work sheet and turn in on the due date (see course schedule). At another date you will be asked to share the information from the reading with the class using the work sheet as a tool for your presentation to the class. The report out should last approximately 5 minutes with class discussion following your report out. **The work sheets may be turned in any time between now and your due date which is listed on the course schedule. Work sheets that are turned in late will not be accepted for credit.**

### **Project (20 % of your grade)**

You will develop a three day event/conference using the Convention Meeting Planning kit from an existing convention property of your choice. You can obtain the kit via an internet site or visit the business center of a convention property.

You will submit your proposed event and property to the professor by the fourth week of class.

You will prepare an event overview sheet that will describe your event. This is in an essay format and should be no more than 200 words in length. You may submit this sheet the fourth week of class as part of your proposal.

You will prepare a resume that will outline the logistics of the event, inclusive of arrival and departure information. An example of the resume is in your text on pages 394 to 398.

You will prepare one (1) BEO (Banquet Event Order) of the main dining event. An example of a BEO is in your text on page 399. This BEO will include all information about the dining event including guest count, menu, AV needs, room set up, and any additional information the meeting planner (you) will need to have a successful event.

You will prepare a room set up diagram that shows the actual set up of the room. You may use the diagrams that may be included in your meeting planner's kit from the convention property. Examples of diagrams are found in your text in Chapter 13

Extra Credit (5% Addition to your Grade Possible)

Attend an event or convention and write a (1) page report. The report should include an overview of the event (what was it's purpose?, who were the target demographics?, what types of

***Late projects will not be accepted for credit. Due date is listed in the class schedule.***