**VALENCIA COMMUNITY COLLEGE**

Convention Management and Service

HFT 2750

A 4 College Credit Hour Course

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**I. COURSE OBJECTIVES**

At the successful completion of this course, students should be able to:

1. Describe the scope of the convention and meeting industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
2. Explain the steps in developing a marketing plan.
3. Identify characteristics of association meetings that are important for selling to the association market
4. Describe SMERF groups and explain how to approach selling meeting services and products to them
5. List and describe the steps in making a personal sales call.
6. Describe the elements of a letter of agreement or a contract and distinguish between them.
7. Describe considerations in determining who should coordinate hotel services to groups, and describe the duties and organizational relationships of the position of convention service manager.
8. Summarize considerations hotel staff must make when assigning rooms to meeting attendees.

**II. CREDIT HOURS**

4 Hours

**III. COURSE ORGANIZATION**

This course is divided into 5 major categories which will make up the final grade. The categories and their worth in relation to the final grade are as follows:

Participation/ Attendance 20%

Progress Tests (3) 30%

Professional Reading (3) 15%

Project 15%

Final Exam 20%

Total 100%

**IV. TEXT**

Convention Management and Services, Astroff and Abbey, 2011, 8th edition, Education Institute

WEST CAMPUS BOOKSTORE

Building 1, Room 142A

407-582-1471

Building 2, Room 121

407-582-1168

Monday – Thursday: 7:30 am to 6:30 pm

Friday: 7:30 am to 3 pm

**V. GENERAL GRADING SCALE**

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F Below 60

# VI. PROFESSIONAL READING 15% of grade

Assignment: Read 3 articles from a current trade magazine, or web site associated with the Food and Beverage business. Fill out the worksheets and turn in no later than the date listed in the course schedule. Please include a copy of the article with each worksheet. Late worksheets will not be accepted for credit. Be prepared to share the contents from the article with the class through a short verbal presentation on the due date. If you do not participate in the verbal presentation portion of the project you will not receive full credit. You will be able to use the worksheet for the presentation. Each student will be responsible for filling out two worksheets. Check course schedule for due date. Completion of both worksheets and presentations is 15% of your grade

***Late projects will not be accepted for credit.***

# VII. PROJECT 15% OF 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 a essay format and should be no more than 200 words in length. You may submit this sheet the third 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

***Late projects will not be accepted for credit.***

**VIII. STUDENT RESPONSIBILITIES**

Attendance will account for 20% of the course grade. Aside from being required to actively participate in class and be a positive influence on the rest of the students, you will be graded on your attendance in the following manner:

* 1. absence = 100% for the attendance grade
  2. absences = 50% for the attendance grade

3+ absences = 0% for the attendance grade

Punctual and regular attendance is mandatory in this course. More than three absences during the semester without permission from the Professor will have an adverse affect on your final grade earned in the course. Three partial attendances count as an absence. A partial attendance is defined as arriving tardy, leaving early, or not being an active participant in the class session. Additionally, do not be late the day of tests or final exam. Students are responsible for all materials covered in class. If you stop attending class and do not speak to the professor you are in jeopardy of failing the course. I reserve the right to withdraw or fail a student due to excessive absences, normally viewed as 4 or more.

**VIII. TESTS**

TESTS 30% OF GRADE / FINAL EXAM 20% OF GRADE

There will be (3) tests given throughout the semester as follows:

TEST # 1 Chapters 1 – 4 (10% OF GRADE)

TEST # 2 Chapters 6 – 10 (10% OF GRADE)

TEST # 3 Chapters 11 – 16 (10% OF GRADE)

FINAL EXAM will be comprehensive and include material from all chapters reviewed. (20% OF GRADE)

Any test missed will have an effect on your final grade, and make-up tests will not be given unless approved by the Professor prior to the date of the scheduled test.

MAKE-UP EXAMS:

Make-up exams will be given only for emergency situations provided the instructor is notified in advance. Upon your absence and its approval, the exam will be placed in the testing center. Exams must be taken prior to the beginning of the next class. Any test missing will have an adverse affect on your grade.

Notification of having to miss a test should be made by phone and followed up with an email. If I am unavailable please leave a message. All tests will be taken on a green scantron form and requires a #2 pencil.

TESTING CENTER INFORMATION

Building 11, Room 142

PHONE: 407-582-1323

HOURS: Monday – Thursday: 8 am – 9 pm

Friday: 8 am – 12 pm

Saturday: 9 am – 2 pm

Sunday: Closed

**IX. OTHER**

A course outline, with the scheduled dates inclusive of tests is attached for your information.

This schedule is tentative and may be changed with notice given to the class. Although tentative, this schedule must be followed in order to complete the proposed course work.

**X. WITHDRAWAL POLICY:**

**Conditions That Apply to a First or, Second Attempt:**

On or Before the Withdrawal Deadline

During a first attempt or a second attempt in the same course, if you withdraw, or are withdrawn by the professor for excessive absences or other reasons, on or before the Withdrawal Deadline, you will receive a *W* (Withdrawn). You will not receive credit for the course, and the W will not be calculated in your grade point average. If the enrollment is in a college-level or vocational credit course, the enrollment will count in your total attempts in the specific course. If the enrollment is in a college-preparatory course, the enrollment will not count in your total attempts in the specific course.

After the Withdrawal Deadline:

During a first attempt or, second attempt in the same course, if you request to withdraw, or if you are withdrawn by the professor for excessive absences or other reasons, after the withdrawal deadline, your professor will assign you a withdrawal grade based upon your academic achievement in the class as of your last date of attendance, as follows:

*WP*: If you are passing, as of your last date of attendance, you will receive a *WP* (Withdrawn Passing). You will not receive credit for the course and the WP will not be calculated in your grade point average; however, the enrollment will count in your total attempts in the specific course.

*WF*: If you are not passing as of your last date of attendance, you will receive a *WF* (Withdrawn Failing). You will not receive credit for the course; the WF will be calculated as an *F* (Failing) in your grade point average; and the enrollment will count in your total attempts in the specific course.

In any situation in which you receive a *WP* or a *WF*, the previously-stated conditions will apply.

If you do not withdraw and fail to take the required final examination, the professor will assign you a *WF* (Withdrawn Failing).

If you receive an (Incomplete) and complete the required course work during the ensuing session, the professor will change your grade from *I* to the appropriate grade (A-F). If you receive an “I”, you may withdraw from the class in the ensuing session. If you withdraw, the professor will change your grade from I to WP (Withdrawn Passing) or WF (Withdrawn Failing) based on your completed course work.

If you receive an “I*”* (Incomplete) and do not withdraw and do not complete the required course work during the ensuing session, you will receive an *F*.

Following withdrawal during a first or second attempt, you may, with the professor’s approval, continue to attend the course for the remainder of the session.

**XII. Student Technology in the Classroom:**

Mobile Communication Devices

I understand there are many good reasons to have laptops, mobile phones, and other wireless communication devices. Many of us have work and family responsibilities that sometimes cannot wait until the end of class.

Recognizing that it may be necessary on occasion to communicate with others during class, please do not text, email, surf, talk, or anything else while class is in session. Feel free to leave the classroom for a moment to take care of any necessary communications.

**XII. Disclaimer**

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.

COURSE SCHEDULE

**Week Date Assignment Topic Chapter**

1 08/26/14 Review Course

Introduction to Convention, Meeting 1

And Trade Show Industry

2 09/2/14 Developing a Marketing Plan 2

Organizing for Convention Sales 3

3 09/9/14 Selling the Associate Market 4

Selling the Corporate Meeting Market 5

4 09/16/14 ***Test: Chapters 1-5***

Selling Other Markets 6

1st Professional Reading Report out Project Due

5 09/23/14 Selling to the Meeting Market 7

Advertising to the Meeting Planner 8

1. 09/30/14 Negotiations and Contracts 9

The Service Function 10

7 10/07/14 ***Test: Chapters 6-10***

8 10/14/14 2nd Professional Reading Report out Project Due

Guestrooms 11

Preparing for the Event 12

9 10/21/14 Function Rooms and Meeting Setups 13

Food and Beverage Service 14

10 10/28/14 Field Trip to Hilton, Orlando

11 11/04/14 Audiovisual Requirements 15

Admission Systems and Other Services 16

12 11/11/14 ***Test: Chapters 11-16***

13 11/18/14 Exhibits and Trade Shows 17

Convention Billing and Post convention 18

14 **11/25/14 Thanksgiving Break – No Class**

15 12/02/14 ***Presentation of*** ***Projects Due***

Course Review

16 12/09/14 ***FINAL EXAM: Chapters 1-18***