**Course:** THS 455.01 – Convention & Event Planning Practicum  
**Duration:** January 13 – May 10, 2014  
**Class Time:** TH 4:30 pm to 6:30 pm in Class & the remaining of each 40 min of class will be offered online in Blackboard in each week  
**Location:** SSH 401

**Course Description:** The course serves as a comprehensive overview of the Meetings, Events, Exhibitions and Conventions (MEEC) industry. MEEC is unquestionably one of the fastest growing segments of hospitality, and incredibly exciting and dynamic because of a variety of occasions. This course has been designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the industry. This course provides a comprehensive approach to managing and planning large meetings, events, conferences, and conventions management with more than 500 people attendees. Students will achieve a macro working knowledge of MEEC industry principles, practices, operations and management.

**Course Objectives & Learning Outcomes:**

After successful completion of this course, students will be able to:

1. Explain the economic impacts generated by the MEEC.
2. Understand the basics of site selection, hotel and food service negotiations, and meeting coordination.
3. Gain comprehensive understanding for meetings, events, expos, and conventions in relation to facilities, services and logistics.
4. Develop Work Breakdown Structure (WBS) and Gantt chart in a Microsoft Project 2010 platform.
5. Create a schedule, define the sequence of work, and learn the right way to use date constraints and deadlines.
6. Build a project team and assign resources to tasks: "who does what."
7. Track progress and communicate with team members via reports, information sharing, and meetings that work.
8. Estimate an event, set up a budget, define tasks, and break the work into manageable chunks.
9. Acquire skills to plan, develop, organize, and coordinate large meetings, events, conferences, and conventions with more than 500 people attendees in a Microsoft Project 2010 platform.
10. Acquire skills to perform tasks via MeetingMatrix and Delphi software.
11. Describe the roles of a Certified Meeting Professional (CMP) and the competitive environments of a CMP.
12. Analyze and manage the risks of a meeting, an expo, an event and a convention.
13. Examine challenges related to developing and implementing a successful event.

Required Text: Microsoft Office Project 2010
- Authors: Carl Chatfield & Timothy Johnson
- [http://www.amazon.com/Microsoft%C2%AE-Project-2010-Step-Microsoft/dp/0735626952](http://www.amazon.com/Microsoft%C2%AE-Project-2010-Step-Microsoft/dp/0735626952)

Required Hardware & Software:
This is a “hybrid” class that combines a face-to-face classroom with internet-based practical applications. One third of regular class time will be replaced by online individual work with regard to learning of Microsoft Project and MeetingMatrix.

1. Headphone
2. Business/Scientific Calculator during exams
3. Delphi Training Subscription: $25. The deadline for the subscription purchase is before class Thursday, 1/23/2014
   - Delphi 9.5.3 New Employee eLearning Course offers manage daily tasks including working with accounts, contacts, client communications, guestrooms, and function space.
   - [www.delphiintheclassroom.com](http://www.delphiintheclassroom.com)
   - Delphi is a program designed specifically for sales and catering offices that helps facilitate every aspect of the sales and service process in the hotel or in the convention center. More than 80% of hotels worldwide uses the Delphi system.
   - More than 10 job postings requesting Delphi experience on Monster.com
4. **Microsoft Project** is software widely adopted to organize projects and coordinate events. MS Project is a good basis for a Work Breakdown Structure (WBS). Once you learn, it will give you a clear picture of what needs to be done to successfully complete projects or events. The Geography computer lab is available for this purpose. You may download a Microsoft 2007 or 2010 trial version (good for 60 days for trial) onto your laptop or desktop computer if you want to. All online work is asynchronous with weekly due dates. There is no requirement to meet online as a class at any particular time.
   - **Mac Users:** There is no Microsoft Project available in a Mac platform. You have to use a computer in the lab or install MS windows to your Mac system to use MS Project.
5. **MeetingMatrix** is a powerful tool that meeting planners/convention manager can use to for an event space design; from a gala dinner with 500 people to an exhibition with
125,000 sq. ft. of space. Further, MeetingMatrix can design where the placement of the main stage, bleachers and the many media risers would be in the room as well as teleprompters and the final balloon drop. With the diagram developed, meeting planners/convention managers can email it to clients for their approval prior to the event. Prior to MeetingMatrix, an event production team had to rely upon non-scaled hand drawn diagrams. The team's prior knowledge of 'what fit' from previous events was the only means of 'knowing' if requested set ups would work.

- You may download a free copy of MeetingMatrix. You have to use your CCSU email address.

**Teaching Methods:** Lectures, class discussion, readings, homework, and projects. Some of the most effective learning will take place during discussions.

**Teaching Media:** Powerpoint, multimedia resources, journal articles, and hand-out readings.

**Course Policies:**

1. **Email communication is very important.** Both instructor and student materially benefit from its availability. It is a form of communication that is widely used in business and thus you must learn to use it in a business-like manner. This means that the kind of messages you text-message to each other are **NOT** acceptable. It is mandatory that your email communications to the instructor be in a business-like format;
   - **Requirements for email correspondence are as follows:**
     - Proper introduction (appropriate greetings and your identification).
     - The body of the message must use appropriate grammar, punctuation and spelling.
     - The sender’s name must appear above and below the body of the message.
   - **If your message does not conform to these standards, early in the class it probably will be returned with a request to reformat it, but later in the class it may not be acknowledged at all.**
   - Send the instructor an email as instructed above before class on Thursday, 1/23/2014.
   - Your email will be replied within 24 hours. If an email is received on Friday, it will be returned following Monday.

2. **Demeanor**
   - Adult student behavior is expected at all times. Students should be prompt, attentive, and respectful of the rights of fellow students. It is not appropriate for students to arrive late, leave early, or leave mid-class as this disrupts the concentration of others. It is expected that students will communicate (both verbally and in writing) at a level appropriate to a college classroom. Texting, chatting, socializing or reading of non-class related materials are also inappropriate. The classroom should be a place for a positive learning experience.
   - Any incident that results in a disruption of such a favorable teaching and learning environment might lead to an incomplete grade or dropout. **The professor reserves the right to enforce this policy.**

3. **Strict Attendance Policy**
   - **It is the expectation of the instructor that students will attend every class.** The classroom experience cannot be replicated through class notes, textbook readings, or etc., and students who miss class are putting themselves and their classmates at a disadvantage.
Students are responsible adults and if they miss a class, it is presumed that they had a good reason to do so. Therefore, I do not distinguish between excused and non-excused absences. Students are responsible for completing any work missed during their absence and for obtaining pertinent notes and materials.

- **Attendance** is mandatory and will be taken every class, at any time during class. Per class to attend, $6.6666$ points can be earned. Based on 15 weeks of course schedule, $(6.6666 \times 15 = 100$ points), students are entitled to a total of 100 points from attendance. It is important to remember that **students must have attended at least 75% of the total class hours of this course to receive grade. In other words, students can have a maximum of 4 absences (including unexcused) throughout the semester.** Late arrivals (more than 10 min) and leaving early are disruptive to the positive learning environment and are counted as a full absence.

- **Students can use ONE excused absences requested PRIOR TO the beginning of the class (e.g. job interviews, family issues, etc.).** Make sure to email or call the instructor BEFORE the class starts when you would like to make your absence an excused one. If a student’s absence was excused, he/she still gets the attendance credit even though the student misses the class but is not eligible for any credits from in-class activities. Serious medical excuse will not be counted toward an excused absence provided that the absence were notified in advance and supported by a doctor’s note. A doctor’s note for a routine check-up or a medicine prescription (without a doctor’s note) will not be considered a legitimate document for a medical excuse purpose.

- **Attendance record will be posted online in a weekly basis.** It is your responsibility to track the number of absences allowed. If there is a discrepancy, the student has one week to notify the professor for a possible revision; otherwise, the record will not be changed.

4. Academic Integrity

- Plagiarism and Cheating of any kind on an examination, quiz, assignment, project, and term paper will result at least in an "F" for that particular course requirement (and may, depending on the severity of the case, lead to an "F" for the entire course) and may be subject to appropriate referral to the Office of Student Conduct for further action. See the CCSU’s Standards of Academic Integrity for further information by visiting the link here [http://www.ccsu.edu/page.cfm?p=6756](http://www.ccsu.edu/page.cfm?p=6756)

- At CCSU, students are obligated to uphold high standards of academic honesty in their learning. Academic honesty means doing one's own work and giving proper credit to the work and ideas of others. It is the responsibility of each student to become familiar with what constitutes academic dishonesty and plagiarism and to avoid all forms of cheating and plagiarism.

5. Make-ups

- Make-up exams are given on a case-by-case basis. Only students who missed an exam and have a valid excuse will be allowed to take the make-up. Excuses must be turned in the day the student returns to class.

- A make-up will be given in accordance with make exam guidelines. Make-up exams and Incomplete grades (I) are not given except for major medical circumstances or university business accompanied with documentation and/or advanced notice. Original documentation is required and the instructor must be contacted within 24 hours of scheduled exam or assignment deadline.

- Do not plan on a personal trip during the exam dates. No early or late exam will be given.
• If a student is late for an exam, the student will be allowed to take the exam during the remaining class time IF no other student has completed the exam and left the classroom. Once the first student hands in the exam and leaves the classroom, late students will not be allowed to take the exam.

• **There will be NO make-ups for in-class activities and quizzes.**

• An email asking a favor such as “let me know if there is anything important I would be missing,” or “what did I miss?” won’t be returned

6. Blackboard Submission

• No assignments, class activity, and presentation will be accepted via email.

• Materials for grading should be kept on Blackboard for record. It is the student’s responsibility to make sure your electronic file is delivered to the instructor in a secure and timely manner. **Technical excuses are not acceptable.**

• **Blackboard Upload Practice (10 points) – Assignment Tab due date: before class Thursday, 01/23/2014**

7. Writing Skills and Style

• Because effective writing skills are important to any profession, attention will be paid to the actual writing components of your papers. All written work is to be professionally presented with attention paid to elements such as structure, clarity, grammar and spelling. Due to its importance in all writing, you should give yourself times and opportunities to revise your work. In addition, you are recommended to write in “APA (American Psychological Association) style.” More in details about APA style, please check at [http://www.apastyle.org](http://www.apastyle.org).

8. Copyright

• This course may contain copyright protected materials such as audio or video clips, images, text materials, etc. These items are being used with regard to the Fair Use doctrine in order to enhance the learning environment. Please do not copy, duplicate, download or distribute these items. The use of these materials is strictly reserved for this classroom environment and your use only. All copyright materials are credited to the copyright holder.

9. Other policies of this class are and will be adhered to the policies of the Central Connecticut State University (refer to current CCSU Undergraduate Bulletin).

10. Course Requirements

• Students are expected to complete all the required reading, attend all of the lectures and presentations, participate actively in both in-class and online discussions, finish all the assignments, individual projects, group project and presentation and take exams/quizzes.

**Grading and Student Evaluation**

Your performance will be evaluated using the following criteria:

<table>
<thead>
<tr>
<th>Course Work</th>
<th>Maximum Estimated Points</th>
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</thead>
<tbody>
<tr>
<td>Email Communication</td>
<td>10</td>
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<tr>
<td>Blackboard Upload Practice</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz or Class Activity</td>
<td>30</td>
</tr>
<tr>
<td>Attendance</td>
<td>100</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>50</td>
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<tr>
<td>Final Exam</td>
<td>50</td>
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</tbody>
</table>
Grading Scale
Based on the total points earned, a letter grade will be determined using the following scale as your term grade:

<table>
<thead>
<tr>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
<th>Percent</th>
<th>Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 100%</td>
<td>A</td>
<td>87 – 89%</td>
<td>B+</td>
<td>77 - 79%</td>
<td>C+</td>
<td>67 – 69%</td>
<td>D+</td>
</tr>
<tr>
<td>93 – 96</td>
<td>A</td>
<td>83 – 86</td>
<td>B</td>
<td>73 – 76</td>
<td>C</td>
<td>63 – 66</td>
<td>D</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A-</td>
<td>80 – 82</td>
<td>B-</td>
<td>70 – 72</td>
<td>C-*</td>
<td>60 – 62</td>
<td>D-</td>
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<tr>
<td>below 60%</td>
<td>F</td>
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</table>

*C- or better grade should be obtained to pass the course. C- or better in all courses is required for the major and minor.

Grades will be posted on the Blackboard. It is the student’s responsibility to check the grade online regularly, especially when there was a test or an assignment graded. If there is a discrepancy in a grade, the student has one week to notify the professor for a possible revision; otherwise, the grade will not be changed.

Grades are earned, not awarded. They are a means to an end, not an end unto themselves. Hence, you should focus on learning more, not on grades. To earn an A is not difficult, but it requires that you consistently perform at peak levels. An A means more than just a grade or a test result. It symbolizes a great honor because it is also a result of a test on your endurance, consistence, and seriousness on learning. In the end, it is really up to you. You are in control of your grades, NOT the professor.

Although the class decorum is not shown in the evaluation schema as one of the evaluation criteria, it is necessary to maintain a favorable teaching and learning environment. Therefore, you are expected to show your respects to anyone involved in the class activities, such as classmates, guest speakers, teaching assistants, instructors, etc. No laptop computers and smartphones are allowed in class. Any incident that results in a disruption of such a favorable teaching and learning environment might lead to an incomplete grade or dropout. The professor reserves the right to enforce this policy.

Time Commitment:
To complete this course successfully, plan to dedicate at least three hours per week. This is the standard time commitment for a typical three-hour college course. During these three hours a week, you will be doing the following activities:
1. Playing with Microsoft Project & MeetingMatrix
2. Completing Delphi 9.5.3 New Employee eLearning Course
3. Reading the required text & supplement journal articles
4. Completing individual assignments;
5. Visiting Exploring large events
6. Participating in events as a staff member

**Student Understanding Form**
It is important that students clearly understand what the instructor expects of them. A “student understanding” form has been developed to make sure that students fully acknowledge course policies and requirements. Students then should indicate their understanding by initialing each item. Please visit the link below to complete the form. **You won’t be able to proceed with the course without submitting the understanding form.**

- Indication of an ability to follow instruction; Critical management skill
- [https://www.surveymonkey.com/s/8C7Z6QK](https://www.surveymonkey.com/s/8C7Z6QK)
- Student Understanding Form Submission due date: Before class on Thursday, 01/23/2014
Here are some sample items one might include in such a form:

- I understand that there are intellectual standards in this course and that I am responsible for monitoring my own learning.
- I understand that I will be held regularly responsible for assessing my own work using criteria and standards discussed in class.

**Microsoft Project Assignments (100 points).**
Students will work individually. You may discuss and generate ideas about your events with your classmates, but you may not “co-work” assignments. Please note that “Digital Dropbox” is where you upload your assignment submission. Email or hard copy submission will not be accepted. I recommend you to archive all your work you have turned in during the semester.

1. **Tailgate Party (40 points):**
   Create a tailgate party project with Microsoft Project as instructed on the video lecture online.
   - Grading Criteria
     1. Appropriate leveling of summary tasks, tasks and sub-tasks.
     2. An accurate total project duration that is automatically calculated by scheduled summary tasks, tasks and sub-tasks.
     3. Appropriate assignment of Material and Work resource to summary tasks, tasks and sub-tasks.
     4. Logical tasks dependencies.

2. **Corporate Retreat Event (60 points)**
   Create a corporate retreat event discussed in class with Microsoft Project.
   - The assignment guidelines will be covered in a separate handout.
   - Grading Criteria
     - Was the Microsoft project well organized?
     - Did the Work Breakdown schedule exhibit tangible tasks by using verbs and nouns?
     - Were the activities well-defined and structured?
     - Were the tasks or sub-tasks well-defined and structured?
     - Were there a sufficient number of resource "types", such as "work" and "material"?
     - Were task dependencies in logical order?
     - Were resources well allocated?
     - Was the budget well projected?

**MeetingMatrixAssignment (50 points).**
- The assignment guidelines will be covered in a separate handout.

**THS Program Outcomes**
By the time of graduation, recipients of the Bachelor of Sciences degrees in Hospitality Management will be able to:
1. Business Management: THS Graduates will be able to comprehend, synthesize, and evaluate elements of professional service management & business operations.
2. **Business Operations:** THS Graduates will be able to demonstrate the skills and behaviors required during customer involvement to analyze, judge, and act in ways that contribute to organization’s financial success & customer satisfaction.

3. **Technology:** THS Graduates will be able to retrieve, create, organize, analyze, and communicate information using technology and apply relevant technologies in ways that enhance organizational financial performance.

4. **Critical Thinking:** THS Graduates will be able to use purposeful and reflective judgment to formulate rational solutions to organizational problems and to make cogent business decisions.

5. **Team Building:** THS Graduates will be able to motivate a group of people committed to a common purpose and approach for which they hold themselves accountable and, as a result, improve their collective performance.

6. **Leadership:** THS Graduates will be able to demonstrate the knowledge of fundamental principles of leadership and model the behavior of effective leaders.

7. **Ethics:** THS Graduates will be able to apply the general business tenets of right, good and fair to organizational transactions, activities, and pursuits.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Day</th>
<th>Topics</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1/16</td>
<td>TH</td>
<td>Class Orientation &amp; Introduction</td>
<td>Bridal Show Site Tour - 11:00-4:00pm, Sunday, 1/19/2013</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Exhibition Site Tour - Connecticut Convention Center</strong></td>
<td>Online class - Microsoft Project 1</td>
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<tr>
<td>2</td>
<td>1/23</td>
<td>TH</td>
<td><strong>Exhibition Site Tour - Connecticut Convention Center</strong></td>
<td>Show starts at 4</td>
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<tr>
<td></td>
<td>1/23</td>
<td></td>
<td>Online class - Microsoft Project 1</td>
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<tr>
<td>3</td>
<td>1/30</td>
<td>TH</td>
<td>Intro to the MEEC industry / Work Breakdown Structure</td>
<td>Microsoft Project 2</td>
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<tr>
<td></td>
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<td>MeetingMatrix 101</td>
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<tr>
<td>4</td>
<td>2/6</td>
<td>TH</td>
<td>MEEC Organizers &amp; Sponsors</td>
<td>Microsoft Project 3</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Online</td>
<td>MeetingMatrix 102</td>
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<tr>
<td>5</td>
<td>2/13</td>
<td>TH</td>
<td>DMOs &amp; Expo, Exhibition, &amp; Convention Venues vs Service Contractor</td>
<td>Microsoft Project 4</td>
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<td>Online</td>
<td>MeetingMatrix 103</td>
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<tr>
<td>6</td>
<td>2/20</td>
<td>TH</td>
<td>Planning tools &amp; target market for MEEC</td>
<td>Microsoft Project 5</td>
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<td>Online</td>
<td>MeetingMatrix 104</td>
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<td>7</td>
<td>2/27</td>
<td>TH</td>
<td>Expo, Exhibit &amp; Convention Management</td>
<td>Online class - Microsoft Project 6</td>
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<tr>
<td>8</td>
<td>3/6</td>
<td>TH</td>
<td>Determining Cost &amp; Forecasting Revenue</td>
<td>Online class - Microsoft Project 7</td>
</tr>
<tr>
<td>9</td>
<td>3/13</td>
<td>TH</td>
<td>Mid-term exam</td>
<td>Delphi New Employee eLearning</td>
</tr>
<tr>
<td>10</td>
<td>3/20</td>
<td>TH</td>
<td>No Class (Spring Recess)</td>
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<td>Online</td>
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<td>11</td>
<td>3/27</td>
<td>TH</td>
<td>Registration Process</td>
<td>Online class - Delphi New Employee eLearning</td>
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<td>Online</td>
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<tr>
<td>12</td>
<td>4/3</td>
<td>TH</td>
<td>Hotel Catering &amp; Convention Services</td>
<td>Online class - Delphi New Employee eLearning</td>
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<td>Online</td>
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<tr>
<td>13</td>
<td>4/10</td>
<td>TH</td>
<td>Food &amp; Beverage Service</td>
<td>Online class - Delphi New Employee eLearning</td>
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<td>Online</td>
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<tr>
<td>14</td>
<td>4/17</td>
<td>TH</td>
<td>Technology &amp; Other Services</td>
<td>Online class - Delphi New Employee eLearning</td>
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<td></td>
<td>Online</td>
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<tr>
<td>15</td>
<td>4/24</td>
<td>TH</td>
<td>Practicum: the Connecticut Conference on Tourism</td>
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<td>Online</td>
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<tr>
<td>16</td>
<td>5/1</td>
<td>TH</td>
<td>Destination Management Company</td>
<td>Online class - Delphi New Employee eLearning</td>
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<td>Online</td>
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<tr>
<td>17</td>
<td>5/8</td>
<td>TH</td>
<td>Final Exam Week</td>
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</tbody>
</table>

*THE COURSE SCHEDULE IS SUBJECT TO CHANGE upon instructor’s discretion.

Notice of change will be made in class and through Blackboard.
Academic calendar http://registrar.fsu.edu/dir_class/fall/acad_cal.htm