Fall, 2017 HTMT 360-01
EVENT PRACTICUM:
36TH ANNUAL ISTTE CONFERENCE
Location: Online, Beatty Center (event location)

(This syllabus is subject to change; please check the most recent version in OAKS)

Instructor:
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Internship Coordinator | Instructor
Hospitality & Tourism Management
School of Business
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Email: Clementj@cofc.edu

Office hours:
MW 11:00-1:00, Thursday 12:00 to 2:00 (by appointment please)
*On campus & available M-F by appointment (Always call, email, or text 1st!)

Course prerequisites: HTMT 362 (preferred)

Course Description:
This is a practicum course focused on the development and execution of the 26th annual International Society for Travel and Tourism Educators conference to be held October 15th-17th, 2017 at the College of Charleston, School of Business. The event (#ISTTE17) will attract tourism educators from all over the world and at all levels, from secondary and trade schools to colleges and universities. For over 35 years, ISTTE has been bringing travel and tourism educators together to discuss current industry research, teaching issues, solutions, and trends. The conference is a place for travel and tourism educators at all levels to exchange ideas and best practices, and to form a lasting network of professionals.

Students taking this course will be responsible for assuming a pre-existing organizational arrangements/existing plans and developing the operational plans necessary to execute the event. We will establish an organizational structure, our best method for communications/information sharing, and then we will implement and execute this multifaceted academic conference including multiple on and off site events taking place over 3 days in October. The conference will expose worldwide educators to the best that Charleston has to offer in hospitality while simultaneously providing a well-run, highly engaging conference for educational professionals.

SB Learning Goals:
COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.
GLOBAL AND CIVIC RESPONSIBILITY: Students will be able to identify, and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
SYNTHESIS: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Learning Objectives:
1. Research and modify, as necessary, an existing event plan to ensure successful execution of the event.
2. Learn about & conduct the planning, implementation, execution and evaluation phases of a complex, conference-style event.
3. Apply the principles and best practices of event management to the execution of a major regional event and the necessary destination management activities to support it.
4. Understand and manage the sponsorship and partnership relationships inherent in this event work and develop strong process and structures to ensure proper communication and stakeholder satisfaction.
5. Improve scoping, planning and project management skills through the integration of tools and techniques of PM applicable in an event management setting.
6. Introduce students to new and innovative event management tools and techniques and provide hands on experience in testing and utilizing tools and methods.
7. Provide a challenging course for upper-division hospitality and tourism majors that will also provide practical experience and serve both the local community through offering employment opportunities and also our industry and department.

The students will develop effective **communication skills** through the research, implementation, utilization and modification of best practices with multiple stakeholder groups, including but not exclusive to: team members, project manager (instructor), sponsors (ISTTE Executive Board), production partners (CoC, local hotels & restaurants), vendors, venue management, and potential and existing attendees; students will hone **quantitative fluency** skills as they research, plan, compare, adjust, and analyze an event throughout the course; discussing the role and benefit of an event such as this to our local industry and residents will enhance the students’ sense of **civic responsibility**; application of the tools, techniques, practices and principles of event management as well as the hands on work, challenging real-world, real-time environment, and final event evaluation and project plan deliverable will show students **intellectual innovation and creativity**; finally, **synthesis** will be consistently demanded of each student as they integrate various skills and directly plan, implement, and manage the event.

**Learning methods:** The first and primary goal is to give the students **hands-on experience** in utilizing Event & Project Management tools and techniques in the execution of a major College event. Students will have the opportunity to review actual event management documentation, a pre-existing strategic event plan, and all existing processes and event documentation to assess their own knowledge and to determine what will be required of them to succeed. Students will be expected to be active participants in their learning. The course will involve virtual and real-time team meetings, collaborative documentation of work & work directly related to the execution of our event on Sunday, October 15th – Tuesday, October 17th, which all students of the course will be required to participate in. The students will have the responsibility to learn how to use OAKS and other software such as Google Drive. There will be ample hands-on work, with presentation/communication requirements before, during and after the event and a final event plan due upon successful execution of the event. **This course focuses primarily on successfully executing a major event.**

**Recommended Text (Required):** N/A

***All students will be required to become very familiar with the existing planning documents and all available information to participate***
Academic Integrity: The College of Charleston’s Honor Code is in effect in this course. If you are unclear about what constitutes cheating, please see the Instructor.

College of Charleston Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration - working together without permission - is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others' exams, fabricating data, and giving unauthorized assistance. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

Disability Students: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services /SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before accommodation is needed.

Center for Student Learning: I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.
Grading Scale & Assignments:

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<tr>
<th>Assignment</th>
<th>Total</th>
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<tbody>
<tr>
<td>Presentations/Communications</td>
<td>50</td>
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<tr>
<td>Attendance/Participation</td>
<td>50</td>
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<tr>
<td>Final Event Report</td>
<td>50</td>
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<tr>
<td>Peer &amp; Stakeholder Evaluations</td>
<td>50</td>
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<tr>
<td>Total</td>
<td>200</td>
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**Attendance and Participation:** We are all learners and we can learn a great deal from each other if we are actively participating. As the instructor, I am merely facilitating your learning. Your active and consistent participation in the work of this course and execution of this event will be absolutely critical to your success in this course. All grading will be done under the umbrella of overall and direct impact on the event during ALL phases.

Lack of preparation or consistent poor attendance (virtual or otherwise), which results in lack of participation, will ultimately result in a poor participation grade. Team meeting attendance (virtual or otherwise), or communication as supplement of any required absence will be a key determinate in your ability to earn a passing grade. You, your team members, and all of our event stakeholders will all have input into the evaluation process.

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<thead>
<tr>
<th>LETTER GRADE</th>
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<tr>
<td>&gt;93</td>
<td>A</td>
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<tr>
<td>90-92.99</td>
<td>A-</td>
</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
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<tr>
<td>83-85.99</td>
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<tr>
<td>80-82.99</td>
<td>B-</td>
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<td>76-79.99</td>
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<td>60-62.99</td>
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<td>&lt;60</td>
<td>60</td>
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Details of the various requirements and expectations of the course will be developed at the onset of the team collaboration.

**Semester project:** All students will participate in the planning & execution of the event during the semester. Event assignments will be developed collaboratively and each student will be provided specific tasks and duties related to their role on the project team.

All students will directly contribute to the final Event Plan document which will capture everything from the planning process, execution and evaluation in a single report-style planning document. This deliverable will be collaborative and will reflect on each individual’s grade for the course.
Presentations: Everyone will need to lead a team meeting at some point. Whether virtual or in person, each of you will have to share and discuss your role and work with team members and will be assessed on the effort.

Schedule: Will vary by event need. As a team we will agree on a schedule of event team planning sessions and will make these available for virtual attendance as much as possible. Instructions for accessing the virtual meeting environment are below, additional details will be provided as they become available. Attendance or attainment of meeting minutes will be required of all team members on a regular basis; exceptions will be acceptable based on individual circumstances.

In all likelihood we will need one very long planning session to kick off the project. This may take 2+ hours. Meetings thereafter will be for continuous communication and information dissemination purposes. All students will be required to participate in the execution of the event in some meaningful way. The event is to take place on Monday, February 6th in the TD Arena.

Virtual Meeting Attendance Instructions:
In some cases, specific invitations will be sent out. In absence of invitation or if you need to join the group in general for a meeting in progress, use the information provided here:

Join from PC, Mac, Linux, iOS or Android: https://zoom.us/j/8577024225

Or iPhone one-tap (US Toll): +14086380968,8577024225# or +16465588656,8577024225#

Or Telephone:
  Dial: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)
  Meeting ID: 857 702 4225
  International numbers available:
  https://zoom.us/zoomconference?m=bLh4RCr6H1gMjpJOlb0TfIxe5DE-lVKv

Computer Hardware: The use of an internet-capable device is necessary for communication and collaboration throughout the semester. A laptop is recommended but a tablet or smartphone may suffice.

If you don’t have one already, I highly recommend starting a Google Drive account (cloud storage) which is available for free via your CofC email address. Drive will allow you to easily collaborate with fellow students on shared work assignments and/or projects.

Team Roles:
Each student will be assigned a planning role and an execution team role. The planning role will be assigned at the onset of the course. The execution role will be developed and formalized as the conference date approaches. Updates will be added here as available.

PLANNING ROLES:
1. Development Coordinator - (*to start work immediately) develop, contact and manage relationships with potential sponsors and donors to supplement budget via in-kind donations & cash contributions (as possible)
   - Abbey Ucci

2. Media/Marketing Coordinator - (*to start work immediately) work with conference director to promote conference and distribute collateral pre-event, manage social media and ensure photographic and other documentation during event
   - Sydney Friedman

3. Off-site F&B Coordinator (2 - lunch & dinner) - develop and manage off-site dining options, reservations, signups, information distribution and and required modifications to planning or reservations.
   - Lexie Payne

4. On-site F&B Coordinator - manage multiple F&B orders through Aramark and any other vendors or service providers as needed. Research, manage & modify quotes, ensure budgetary alignment, adjust and monitor orders throughout event.
   - Amanda Shaw

5. Logistics Coordinator - manage registration pre-event and on-site table schedule during conference, create lanyards, gift bags and other collateral for conference attendees
   - Hunter Gaffney

6. Tour Coordinator - develop and manage reservations, signups and options for various tours and off-site activities to be made available to conference attendees and significant others
   - Melissa Mahon

7. Concierge Coordinator - develop and manage on-site concierge desk schedule and duties for conference dates and touch points prior to conference.
   - Rachel Dors

8. Board of Directors Liaison - work with existing ISTTE Board of Directors to ensure all needs are met, provide VIP/personalized treatment, organize board meeting pre-conference and assist in any necessary meeting preparations
   - Ally Russo

9. Attendee Support Coordinator - coordinate & facilitate pre-conference welcome communications, manage conference attendee support system (assigning teammates to various attendees as personal facilitator), ensure attendees are supported and well informed as soon as they commit to the conference.
   - Taylor Cummings
10. Transportation/Schedule Coordinator - ensure logistics, transportation options and scheduling are all aligned and viable, coordinate transportation for Board of Directors & other VIPs, develop transportation options for excursions or any other needs
  o Kaylie Beech