Instructor Information

Jeremy Clement, MBA, PMP
Sr Instructor | Internship Coordinator
College of Charleston
School of Business
Department of Hospitality & Tourism Mgmt.
Beatty Center, room 332
843-324-0276 (mobile)
clementj@cofc.edu

Class Time and Location:

Beatty Center, room 120 (ImpactX Room)
11:00 – 11:50 a.m. MWF

Office hours:

Monday & Wednesday 12 p.m. – 2 p.m., Thursday 11 a.m. – 1 p.m.

Prerequisites:

HTMT 210 or permission of instructor; ACCT 203 & Junior Standing

Required Text:


Course Description:

This course is intended to serve as a comprehensive overview of the Meetings, Exhibitions, Events and Conventions (MEEC) industry. Learners will achieve a macro working knowledge of MEEC industry principles, practices, operations and management. Emphasis will be placed on both the supply and demand components of MEEC.

Students participating in this course will complete a comprehensive project related to the development of a future conference and/or an advisory board meeting to take place this semester. All students in the course will have both direct and indirect involvement in the development of an iterative CofC conference in Banff National Park, Alberta, Canada to take place each Spring Break. Students will focus on the development of the conference program, marketing plans and collateral, and travel and meeting logistics planning. This course builds on previous HTMT study abroad courses to Banff National Park and the now longstanding relationships with local tour, destination and lodging operators, and adventure tourism service providers.

Additionally, students will learn about various types of, and how to use, event production and RFP process technology. Students will become fluent and competent in reading and responding to RFPs; and will also become more aware of the various industry standards, destination services, and relevant service providers serving the MEEC/MICE industry found in our local Charleston area as well as internationally. In addition to these projects, assignments and relevant readings, students will have the opportunity to hear from industry professionals from across the country.
Google Docs:

Google Docs will be heavily utilized in this course because of the online collaboration required for this course; OAKS will also be utilized for this course. Grades, general communication, electronic documents, assignments, discussions, and activities will be managed on both platforms throughout the semester.

Course Overview:

This course is organized as both a traditional in-class experience focused on understanding the MEEC industry and various roles, as well as a hands-on opportunity to both experience and plan an actual, iterative convention. Students will learn in class, working on case studies and gaining a thorough understanding of the role of MEEC planning professionals.

Course Structure:

This course will be delivered in regular, in-class lectures and case study experiences throughout the semester. The course has 3 main elements: content and industry explorations, practical application and experiential learning, and industry professional/guest speaker engagement. The Final Project for this course will be a comprehensive plan for continuing the convention as well as the development of a variety of marketing and promotional materials for future iterations.

Students are required to actively participate in class, practicum activities (or an acceptable alternative, as deemed by instructor), engage the reading materials, prepare appropriate and viable marketing and promotional materials, synthesizes the experiences and readings, and complete a final project on developing Banff as a conference/convention location. Participation is captured in class discussions, case studies, interviews, photos, videos, planning documentation and active engagement.

Course Objectives:

The course objectives are:

- To gain a greater understanding of the strategic event planning process.
- To understand the financial and contract management implications related to executing a meeting, convention and event.
- To be able to develop comprehensive strategies for meetings, conventions and events in relation to facilities, services and logistics.
- To examine challenges related to developing and implementing a successful program.
- To develop the foundation and relevant collateral for a viable, iterative student-produced conference event.
- To understand the use of event planning and production technologies and how to use various industry-leading solutions in the planning and production of meetings and conventions.

School of Business Learning Goals:

All of the Business Learning Goals listed below are addressed in this course.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>COMMUNICATION SKILLS:</td>
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Page 2 of 7
Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

The students will write in a variety of business formats. This will include memos and RFP responses.

**INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Students will analyze RFPs to develop business cases.

Students will use technology to develop marketing pieces.

**GLOBAL CIVIC RESPONSIBILITY:** Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

Students will complete an assignment related to ‘green events.”

**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.

The RFP major project will require students to address internal as well as external approaches to business development.

**QUANTITATIVE FLUENCY:** Students will demonstrate competency in logical reasoning and data analysis skills. You will be asked to demonstrate these skills by completing your class assignments such as Charleston City Council assignment.

The students will examine and analyze statistics related to revenue management in an event setting.

### Learning Outcomes:

Course activities will allow students to actively participate in meeting & convention planning activities with actual destination marketers and service providers/operators.

Interaction with industry professionals both in Charleston and in Canada, including destination marketing professionals, guides and service providers will provide an introduction to the marketing, operations and management of tourism companies and destinations.

Students will gain a greater understanding of the strategic event planning process.

Students will be able to develop comprehensive strategies for meetings, conventions and events in relation to facilities, services and logistics. Student team responsibilities will provide hands-on experience and team building requirements to manage a complex travel experience and satisfy the expectations of the participants.

Students will understand the financial and contract management implications related to executing a meeting, convention and event. Team planning will provide them first hand participation in managing travel budgets and real-time expenditures for successful MEEC execution.
Students will examine challenges related to developing and implementing a successful program. Students will be able to diagram, describe and develop the elements of a successful MEEC by addressing the size and scope, competitive elements, risk management, product development, pricing, marketing, and environmental management elements.

Grading Scale:

<table>
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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 or above</td>
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<tr>
<td>B+</td>
<td>87 - 89</td>
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<tr>
<td>C+</td>
<td>77 - 79</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 93</td>
</tr>
<tr>
<td>B</td>
<td>83 - 86</td>
</tr>
<tr>
<td>C</td>
<td>73 - 76</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 82</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 72</td>
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Grade Determination:

<table>
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<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance + Participation/Engagement</td>
<td>100</td>
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<tr>
<td>Readings and Assignments (4 x 20 pts ea.)</td>
<td>80</td>
</tr>
<tr>
<td>Guest Speaker Evaluations (8 x 5 pts ea.)</td>
<td>40</td>
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<tr>
<td>Quizzes (5 x 10 pts ea.)</td>
<td>50</td>
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<tr>
<td>Practicum Experience (HTMT Advisory Board Meeting)</td>
<td>30</td>
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<tr>
<td>Midterm Project (Major RFP Assignment)</td>
<td>50</td>
</tr>
<tr>
<td>Final Project (1770 Club + Banff Conference)</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
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Disability Services:

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please contact an administrator at the Center of Disability Services, (843) 953-1431 and me so that such accommodation may be arranged.

Center for Student Learning:

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies, speaking & writing skills, 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](http://csl.cofc.edu) or call (843) 953-5635.

Program Director/Instructor’s Policies:

- Please come see the professor if you need help with the course materials.
  - If the office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
  - If you want a specific time to meet outside of office hours, please make an appointment via Email.
- Please use your school Email account for all electronic correspondence with the professor & industry clients.
When Emailing please put the course number in the subject line and remember to check your grammar and spelling.

The professor tries to respond to all correspondence within 24 hours however; sometimes circumstances do arise when that is not possible. If you have not received a reply in 24 hours, please resend the Email with a reminder.

- All assignments are due at the beginning of class in which they are due.
  - All assignments collected after that time are considered late and a 25% per day penalty will be assessed unless prior arrangements between the student and the professor were made.
  - All assignments must be handed directly to the professor. DO NOT slide assignments under the professor’s office door!
- Please note that extra credit assignments will not be given.
- When receiving a grade, wait 24 hours before disputing it if necessary.
  - If it is an adding error, it can be corrected immediately however, if it is a substance issue, please wait 24 hours and make an appointment to discuss the grade with the professor.

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 F is permanent. 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
Week 1:
1. Introducing Meetings and Convention Management
   a. Class Intro Assignment
   b. Review Chapters 1 & 3

Week 2:
2. Selling Destinations
   a. Class Intro Assignment Due
   b. Guest Speaker: Bobby Pilch – Asst. Director of Sales, Citywide Convention & Government Sales; Explore Charleston (tentative)
   c. Review Chapters 2 & 3

Week 3:
3. Introducing RFPs
   a. Guest Speaker – Banff DMO Director
   b. Selling ______ Assignment
   c. Quiz Chapters 1, 2 & 3
   d. Review Chapters 4 - 5

Week 4:
4. Evaluating RFPs
   a. Hotel Sales Mgr – TBD
   b. Review Chapters 4 – 5
   c. RFP Assignment – Due @ Midterm

Week 5:
5. CVENT (http://www.cvent.com/en/university/)
   a. Selling ______ Assignment Presentations
   b. Guest Speaker – Amanda Guido or Julia Plymack or Melissa Mahon CVENT
   c. CVENT Project Intro + Start: 1770 Club + Banff Conference
   d. Review Chapter 7

Week 6:
6. Prospecting
   a. Event Venue Operator – TBD (Francis Marion)
   b. Conference Services Organizations Assignment
   c. Quiz Chapters 4, 5 & 7

Week 7:
7. Planning and Producing Meetings
   a. Guest Speaker – Greg Rancone, National Account Manager, Maritz Global Events
   b. Review & Quiz Chapter 9
   c. RFP Assignment Due

Week 8:
8. Walkthrough – The Dewberry, The Bennett, Charleston Place Hotel, Francis Marion (or similar)
   a. Review & Quiz Chapter 15
   b. Dress Business Casual
   c. Walk Through Assignment

Week 9:
9. F&B & Catering Sales
   a. Guest Speaker – Rachel Starling, PPHG
   b. Review & Quiz Chapter 10
Week 10:
10. Contract Negotiations
   a. Guest Speaker – Dave Skypinski (*TBD*)
   b. Review & Quiz Chapters 6 & 11

Week 11:
11. Budgeting, Timelines & Revenue Management
   a. Guest Speaker – (tentative, possibly Chelsye or Gillian)
   b. Review & Quiz Chapter 9

Week 12:
12. Safety & Security –
   a. Event Planner Guest Speaker - TBD
   b. Review & Quiz Chapter 12

Week 13:
13. Final Project Presentations/Review