If you enjoy hosting gatherings and entertaining friends then this if the class for you! HTMT 362 introduces students to the methods and techniques utilized in planning, organizing, promoting, and delivering major events and the role of events in generating a tourism market. *Prerequisite of HTMT 210 or permission of instructor*

Learn about the steps of managing specials events including...
- initial planning through delivery
- questions of event feasibility
- costing and financial management
- assessing and meeting communication objectives
- merchandising and marketing
- staffing and task analysis
- safety and security
- debriefing and evaluation

This course provides a broad overview of the events industry and profession including...
- roles and responsibilities
- event and special event history
- vernacular
- concepts
- planning processes

Jeremy Clement is a Senior Instructor & Internship Coordinator for the HTMT department. He is an alumni of the School of Business ('01) and has worked at the College for almost 15 years. Prior to joining the team, Jeremy held a variety of leadership positions in the hospitality industry before eventually moving into information technology finance. Jeremy values experiential education and integrating real-world expertise in the classroom, expect his classes to go beyond theory and into practice, with a healthy dose of professional expertise integrated into weekly coursework.