

# HOSP-2580: CONVENTION MANAGEMENT AND MEETING PLANNING

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## Cuyahoga Community College

**Viewing: HOSP-2580 : Convention Management and Meeting Planning**

**Board of Trustees:**

2011-03-24

**Academic Term:**

Fall 2019

**Subject Code**

HOSP - Hospitality Management

**Course Number:**

2580

**Title:**

Convention Management and Meeting Planning

**Catalog Description:**

Defines scope and segmentation of convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention planning and service. Field trips may be required. Industry experience at a community event or function may be required.

**Credit Hour(s):**

2

**Lecture Hour(s):**

1

**Lab Hour(s):**

3

**Other Hour(s):**

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## Requisites

**Prerequisite and Corequisite**

HOSP-1010 Introduction to the Hospitality Industry, or departmental approval: related work experience.

## Outcomes

**Course Outcome(s):**

Describe the scope of the meetings and convention industry in terms of types of meetings, who hold them, and emerging types of meeting facilities.

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**Course Outcome(s):**

Outline and implement guidelines for providing successful service to a meeting or convention group before, during, and after a meeting.

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**Course Outcome(s):**

Determine appropriate service, logistics, and menus for food and beverage functions and special events.

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**Course Outcome(s):**

Demonstrate an understanding of the use of audiovisual aids and other technology in the meeting environment.

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**Course Outcome(s):**

Coordinate the activities of the principles involved in exhibits, trade shows, attendee activities, and guest activities at a meeting or convention.

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**Course Outcome(s):**

Discuss the organization of a convention services department as it relates to operations and outline human resource needs.

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**Course Outcome(s):**

Illustrate the lines of communication between the convention buyer and the various hotel operating departments.

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**Course Outcome(s):**

Examine the vital role that rebooking and referrals of convention groups play in the success of lodging establishments.

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**Course Outcome(s):**

Study the concept of meeting planning and consulting firms and demonstrate an understanding of how they interact with the meetings and convention market.

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**Course Outcome(s):**

Research and describe the efforts of the industry to attract conventions to the Greater Cleveland area.

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**Course Outcome(s):**

Demonstrate an understanding of convention exposition and trades show facilities and how they interrelate with the lodging property.

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**Course Outcome(s):**

Distinguish between the association and corporate markets and identify the needs and buying practices of each.

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**Course Outcome(s):**

Explain the steps in developing a marketing plan and simulate a basic plan as a group activity.

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**Course Outcome(s):**

Describe considerations in the organizational design of a sales department, and outline how a sales office interfaces with other departments.

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**Course Outcome(s):**

Identify characteristics of association meetings that are important for selling to the association market.

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**Course Outcome(s):**

Identify characteristics of corporate meetings that are important for selling to the corporate market.

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**Course Outcome(s):**

Describe SMERF groups and explain how to approach selling meeting services and products to them.

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**Course Outcome(s):**

List and describe the steps in making a personal sales call and participate in a simulated sales call.

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**Course Outcome(s):**

Summarize the process of planning an advertising strategy and describe how public relations and publicity can help a property reach meeting planners.

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**Course Outcome(s):**

Describe the elements of a letter of agreement or a contract and distinguish between those elements.

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**Course Outcome(s):**

Describe considerations in determining who should coordinate hotel service to groups, and describe the duties and organizational relationships of the position of the convention service manager.

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**Course Outcome(s):**

Summarize considerations hotel staff must make when assigning rooms to meeting attendees.

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**Course Outcome(s):**

Identify the importance of exhibits that are part of a convention as well as those that are entities unto themselves.

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**Course Outcome(s):**

Describe the format and uses of the specification sheet prepared by the convention service manager.

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**Course Outcome(s):**

Describe typical function room furniture, meeting setups, and time and usage considerations.

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**Course Outcome(s):**

Explain the concept of meeting planning and consulting firms and demonstrate an understanding of how they interact with the meetings and convention market. Research and describe the efforts of the industry to attract conventions to the Greater Cleveland area.

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**Course Outcome(s):**

Explain a meeting planner's requirements for meeting facilities and outline the planning and management of a meeting or catered event.

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**Course Outcome(s):**

Participate in a scheduled trade show or convention to observe how such events are executed on a large scale.

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**Course Outcome(s):**

Visit and tour the Cleveland Convention Center and explain how the facility serves the convention market.

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**Course Outcome(s):**

Arrange a personal interview with a conference-meeting planner and a hotel convention manager and report on the main elements contained within each of their job descriptions.

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**Course Outcome(s):**

Identify the types of meetings an association may hold at a hospitality property, the requirements for a property hosting those meetings, and typical decision making procedures within an association.

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**Course Outcome(s):**

Identify the needs of other markets for meeting facilities at a hospitality property and determine which groups are best suited to a particular property.

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**Course Outcome(s):**

Evaluate a meeting planner's requirements for meeting facilities and outline the planning and management of a meeting or catered event.

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**Course Outcome(s):**

Develop a market plan for convention and group business that includes research, planning, execution, and measurement to secure service and satisfy the most profitable business mix.

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**Course Outcome(s):**

Organize and manage the staff and records of the sales/marketing department to effectively implement a marketing plan.

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**Course Outcome(s):**

Select and coordinate the use of sales tools appropriate to the market mix of the property.

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**Methods of Evaluation:**

1. Progress exams
2. Final exam: AH&MA certification
3. Field trips and reports
4. Trade show participation
5. Portfolio assignments

**Course Content Outline:**

1. Definition and scope of the meetings market
  - a. Lodging facilities
  - b. Meeting planners
  - c. Perceptions and growth of lodging industry
  - d. Size of meetings market
  - e. Growth of meeting and conventions industry
2. Associations meetings
  - a. Associations defined
  - b. Purposes of associations
  - c. Types of associations
  - d. Types of association meetings
  - e. Types of association memberships
3. Corporate meetings
  - a. Corporate meeting market
  - b. Differences between corporate and association meetings
  - c. The independent meeting planner
  - d. Types of corporate meetings
4. Miscellaneous markets
  - a. Sports market
  - b. Trade union market
  - c. Group tour market
  - d. Ethnic organization market
  - e. Mature traveler market
  - f. Arts market
  - g. Social/public service organizations
5. Planning/managing the meeting
  - a. Overview of site inspection and selection
  - b. Negotiating concepts
  - c. Pre-conference meetings
  - d. Food and beverage service
  - e. Legal considerations
  - f. Speaker arrangements
  - g. Marketing the convention
  - h. Meeting control devices
6. Marketing
  - a. Marketing defined
  - b. Developing the marketing plan
7. Organizing to sell and service

- a. Marketing as a management function
  - b. Marketing responsibilities
  - c. Staffing
  - d. Organizational charts
  - e. Files and records
  - f. Technology
  - g. Departmental checklist
8. Communication: sales tools
9. Servicing the group
- a. Before the meeting
  - b. During the meeting
  - c. After the meeting

## Resources

Professional Convention Management. *Professional meeting Management: Comprehensive Strategies for Meetings, Conventions and Events*. 5th ed. Kendall Hunt Publishing, 2008.

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McCann, David. *The Convention Industry Council Manual: A Working Guide for Effective meetings and Conventions*. 8th ed. Convention Industry Council, 2007.

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Rutherford Silvers, Julia. *Risk Management for Meetins and Events (Events Management)*. Buttwrworth-Heinemann, 2008.

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Rogers, Toni. *Conferences and Conventions, Second Edition: A Global Industry*. Butterworth-Heinemann, 2008.

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Fenich, George G., Ph.D. *Meetings, Expositions, Events Conventions*. 2nd ed. Prentice Hall, 2008.

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Astroff, Milton T. and James R. Abbey. *Convention Management and Services*. American Hotel and Lodging Association Educational Institute, 2011.

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Golden-Romero, Pat. *Hotel Convention Sales, Services, and Operations*. Butterworth-Heinemann, 2007.

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Top of page

Key: 2306