

RPL 438: Meeting and Exposition Planning

Course Syllabus

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Office Hours	Mon-Tues, Thurs 3:30-5:30	Class Times	Tuesday 6:00-8:50pm Finch 100

Text and Materials

Craven, R., & Golabowski, L. (2001). *The complete idiot's guide to meeting and event planning*. New York, NY: Alpha Books. Supplemental materials will be uploaded to Blackboard and synced with Facebook.



Course Description

The development of skills and knowledge necessary for successful planning and management of conventions, meetings, and expositions in a commercial recreation setting.

Prerequisites

RPL 430



Course Objectives

After completing this course, the student will be able to:

1. Identify and discuss the primary role and responsibilities of a meeting and exposition planner.
2. Develop a marketing plan for a specific meeting or exposition.
3. Articulate the facility, space, and management requirements for various types of meetings and expositions.
4. Demonstrate knowledge of the concepts and process of negotiating contracts for facilities, services, and contractors.
5. Discuss and compare the roles of the CVB, lodging properties, and food and beverage service providers as they relate to successful meetings and expositions.
6. Identify and locate services contractors appropriate to the meetings and expositions industry.
7. Identify and evaluate appropriate media technology requirements for their application to successful meetings and expositions.
8. Identify current issues and trends affecting the meeting and exposition industry.
9. Evaluate meeting and exposition management systems and resources including software applications and hardware applications.
10. Identify appropriate trade associations, and other industry resources available to meeting planners.
11. Demonstrate knowledge of strategies used in alternative tourism and ecotourism (aka green tourism).
12. Demonstrate the ability to produce and evaluate professional meetings and/or expositions.

Course Overview

This course is a capstone experience intended to cultivate a deeper and broader understanding of Meeting and Exposition Planning through experiential learning. To maximize time in the classroom, your instructor will use a modified seminar/workshop format that provides an overview of the course material, projects, group exercises, media, and discussion. Students participating in this course will host a major meeting or exposition, create a storyboard for green meetings, and produce a collateral piece that reflects a high level of industry experience.

Course Evaluation

A	380	B	320	C	260	D	200
A-	360	B-	300	C-	240	D-	180
B+	340	C+	280	D+	220		

"I" (incomplete) is a temporary grade used by the instructor in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. It is assigned only in cases in which the student has completed satisfactorily the major portion of the course requirements, and has convinced the instructor of his or her ability to complete the remaining work without re-registering for the course. It is not to be given to a student who is already doing failing work. Please refer to the CMU Bulletin for more information on incomplete grades.

Description of Assessments

1. Participation Package 200 points

Project on Demand (4), Discussion (12), Special Topics (3), Class Case (1), and Team Time (6)

Each class includes carefully crafted activities and discussion which relate to course objectives, are packaged together under Participation, and weighted at the discretion of the instructor. As a result, students are required to attend ALL classes with the exception of one (1) allowed absence. Arriving late or leaving class early will reflect in the calculation of the final grade.*

2. Capstone Project (Friday, October 10, 2008) 100 points

Students will design and host a professional meeting from inception to launch utilizing concepts and planning tools discussed and provided in class. This event will involve strategic planning and comprehensive oversight and upon completion, will serve as a model program that reflects an advanced skill base.

3. Storyboard Assignment – Green Meetings 100 points

*Students will design a Storyboard using specifically defined criteria provided in class discussion and lecture. * Additional details, rubric, and outline will be provided in class.*



When most people think of being “green” or environmentally sensitive, recycling is usually the first thing that comes to mind. A green meeting or event goes beyond recycling.

“Greening” a meeting or event encompasses all aspects of the strategic planning process. By making choices at every level of planning, from site selection to serving condiments like ketchup, mustard and sugar from bulk containers, you can significantly reduce the environmental impact of the event. Green meetings also incorporate social aspects including charitable contribution and humanitarian efforts.

There are many ways that meetings can have a positive impact in the communities where they are held. Well-planned volunteer activities can incorporate fun and instill a sense of common purpose and goodwill within a group while supporting a worthy cause. For the purposes of this assignment, both environmentally and socially responsible meetings and events are included in the term “green meetings.”

(Simple Steps to Green Meetings and Events, Spatrisano & Wilson, 2007)

This syllabus serves as an outline that will guide students through the course objectives. In certain circumstances, local, national, or world events related to the objectives may serve the student better and enhance the learning experience. For these reasons, the instructor reserves the right make changes as appropriate.

** Extenuating and unique circumstances (exceeding the 1 allowed absence) **MUST** be preapproved with the instructor 7 days prior to class. In the event the 7-day preapproval is not possible, students must contact the instructor within 24 hours of missed absence and be prepared to present appropriate documentation. At the instructor's discretion, a makeup assignment may be given in lieu of points allocated for Attendance / Project on Demand / Discussion / Special Topics / and Class Cases.*

Capstone Experience

"All the skills of research developed in earlier work should be marshaled in a project that demands the framing of a significant question or set of questions, the research or creative exploration to find answers, and the communication skills to convey the results to audiences both expert and uninitiated in the subject matter."

- Boyer Commission, 1998

This course is taken primarily by senior level students. This course integrates and builds upon prerequisite knowledge and skills. Students participating in a capstone experience use knowledge, skills, and abilities to solve a problem or develop an industry-specific planning event for a local business or organization. Capstone experiences guide students through this process by using leadership principles and collaborative industry knowledge.

The capstone experience can be completed individually or in groups of two or three students. The length of time it takes students to complete this experience is in direct correlation with the course outline and planning tools provided in class.

Expectations include:

- Frequent and detailed progress reports provided in-class that serve as informal peer oversight;
- Diligent and professional follow-through and follow-up with industry experts or mentors;
- Exhaustive and thorough use of library and internet resources to validate decisions;
- Evidence of thoughtful and provoking use of creativity that is integrated into the final product;
- Presentation of the final product provided in the form of a triplicate report and distributed to the student portfolio, the instructor, and the organization.

Guest Speakers

Your instructor has very specific expectations regarding student interaction and hospitality extended toward guest speakers. Under **NO** circumstances will a student multi-task (write notes, work on projects, schedule in calendars, text-message, etc.) during a guest speaker visit. In the event a student fails to respect this policy or displays behavior that is disrespectful in any form, the student will be asked to leave the classroom and the absence will be remarked.

During a guest speaker's visit, all materials should be put away and stored in book bags. All desks should be completely clear - free from books, notebooks, calendars, etc. All speakers are to be 1) treated with the utmost respect; 2) supported by audience by participating in discussion and asking questions; and 3) thanked by demonstration of shaking of hands after their perspective visit. No exceptions. **None!**

Code of Student Rights, Responsibilities and Disciplinary Procedures

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of

the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. For further information, please refer to the *Code of Student Rights, Responsibilities and Disciplinary Procedures*. <http://www.cmich.edu/policies-procedures/default.htm>

Accessibility and Disability Information

“CMU provides students with disabilities reasonable accommodation to participate in educational programs, activities, or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with the office of Student Disability Services (120 Park Library; telephone: 989-774-3018; Telecommunications Device for the Deaf: 989-774-2568), and then contact me as soon as possible.”

Regarding Technology

Your instructor is extremely proactive and supportive of technology specific to the internet and online social networking (Facebook, MySpace, etc.). As a result, you are highly encouraged to add her as a Friend on Facebook and by doing so you will be able to obtain information regarding assignments, class cancellations, and rubrics via Blackboard that is synced with Facebook. Please note: This is completely optional, but also highly recommended.

With regard to technology usage during class time – **ALL** cell phones will remain on silent or vibration. As a student in this classroom, the general expectation is to be respectful and refrain from text-messaging during class.

Emergency Notification

The emergency notification system allows CMU to reach thousands of students, faculty, and staff very quickly. In the event of an emergency or crisis, CMU administration will send notification using the information you provide on this page. You are highly encouraged to update your contact information. More information about this system can be obtained by visiting CMU’s [“Emergency Preparedness”](#) page.

Graduate Teaching Assistant: Tim Novak

Tim Novak is the graduate teaching assistant that will be assuming a leadership role in RPL 438 this semester. Tim is both a graduate student and my colleague and it is my expectation that he will be treated with respect and courtesy.

Tim will provide an overview of his experience and background on the first day of class. He will also oversee one of your largest projects, assuming responsibility for corresponding presentations, content, description, rubric, and grading. He will be your initial point of contact for any questions or concerns you have regarding this assignment.

Welcome aboard, Tim!



438 Course Outline

1	Aug 26	<p>Course Introduction/Syllabus Review</p> <p>DISCUSSION: Leadership within the Meeting and Exposition Planning Industry</p> <p>PROJECT ON DEMAND: Skills and Research Interest</p> <p>CLIENT ANNOUNCEMENT</p>
2	Sept 2	<p>CLIENT BRIEFING: (Suzanne Gareiss)</p> <p>DISCUSSION: Meeting Goals & Objectives, Marketing Plan, Timeline, and Theme</p> <p>PROJECT ON DEMAND: Design Meeting Objectives, Choose Committee Assignments</p> <p>TEAM TIME: Committee Discussion; Submit Organizational Chart</p>
3	Sept 9	<p>SPECIAL TOPIC: Cindy Hales, Director of Corporate & Foundation Relations</p> <p>DISCUSSION: Sponsorship, Marketing, Budgets, Return on Investment</p> <p>TEAM TIME: Committee Discussion; Submit List of Resources & Commitments</p>
4	Sept 16	<p>ACTIVITY: Site Selection & Tour of Facility</p> <p>DISCUSSION: Space and Event Management Requirements, Media & Technology</p> <p>TEAM TIME: Committee Discussion; Submit Needs Assessment & Commitments</p>
5	Sept 23	<p>DISCUSSION: Speakers, Negotiating Contracts</p> <p>TEAM TIME: Committee Discussion: Submit Keynote Ideas & Commitments</p>
6	Sept 30	<p>DISCUSSION: CVB, Lodging, Food/Beverage, Service Providers & Ground Transportation</p> <p>TEAM TIME: Committee Discussion: Initial Report due October 7 in Class (The initial report is a 2-3 page detailed overview of the logistics of your event)</p>
7	Oct 7 Oct 10 Event	<p>DISCUSSION: Professionalism, Meeting Launch, Logistics, and Registration</p> <p>PROJECT ON DEMAND: INITIAL REPORTS DUE Committee Chair provides comprehensive report to class for discussion in open forum. Must bring copies for all class members and be prepared to answer questions regarding detailed committee members areas of responsibilities and corresponding assignments.</p> <p>ATTENDANCE MANDATORY! NO EXCEPTIONS! ALL STUDENTS ARE TO BE PRESENT FOR ENTIRE DAY! If documentation is needed for other courses, please see the instructor.</p>

8	Oct 14	<p>DISCUSSION: Post-Event Activities & Meeting Assessment, Portfolio Development</p> <p>PROJECT ON DEMAND: Assessment Design</p> <p>TEAM TIME: Committee Discussion: Assessment piece and submission of portfolio segment.</p> <p>NOTE: The portfolio will be constructed by your instructor, however – EACH COMMITTEE is responsible for providing accurate, comprehensive, and detailed information on each area of responsibility. More details on this will be provided in class.</p>
9	Oct 21	<p>DISCUSSION: Green Meetings (Tim Novak)</p> <p>Storyboard Presentation and corresponding rubric/details of assignment provided by Tim Novak; Topic areas are as follows:</p> <ol style="list-style-type: none"> 1. Goals 2. Objectives 3. Site Selection 4. Marketing Plan 5. Speaker 6. Food/Beverage 7. Budget 8. Timeline 9. NIMS 10. Inclusion of Green Concepts such as the business case for green meetings and events, choices/options that are available, improving cost-effectiveness, applying environmental principles, and identifying who benefits by implementing green meetings.
10	Oct 28	TBA
11	Nov 4	<p>SPECIAL TOPIC: MPI</p> <p>DISCUSSION: Trade Associations & Resources, Current Issues & Future Trends</p>
12	Nov 11	<p>SPECIAL TOPIC: Padgett Communication</p> <p>DISCUSSION: Meeting Management Software & Audience Response Systems</p>
13	Nov 18	<p>CLASS CASE: Threat Assessment</p> <p>DISCUSSION: NIMS, Meeting Security</p>
14	Nov 25	Independent Consultations with Tim Novak re: Storyboard Presentations
15	Dec 2	Independent Consultations with Tim Novak re: Storyboard Presentations
16	Dec 9	Storyboard Presentations Due!