

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY
NORTHERN ONTARIO HOSPITALITY AND TOURISM INSTITUTE**

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: SPECIAL EVENTS/CONFERENCE/GROUP PLANNING

CODE NO. : RES 2300 SEMESTER: 3

PROGRAM: RESORT OPERATIONS PROGRAM

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DATE: 05/02 PREVIOUS OUTLINE DATED: 06/01

APPROVED:

DEAN **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S): NONE

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

This course will introduce students to the meetings market and its importance to the success of the hospitality industry. Specifically, the student will acquire knowledge of how successful meetings are planned and conducted. As a management team member each student will apply his/her knowledge in the planning, organizing and follow-through of specific banquet meetings, functions and special events throughout the winter term. This course enhances the knowledge and skillsets of the students in the Northern Ontario Hospitality and Tourism Institute to effectively manage meetings and become successful managers in the field of hospitality.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify and discuss the scope and key components of the meetings and conventions industry.

Potential elements of the performance:

- discuss factors which influenced the historical development of the meetings and conventions industry
- give examples of types of meetings
- explain the role of convention and conference centres
- define and state the purposes of associations
- describe the internal workings of associations
- outline the major differences between corporate and association meetings
- give examples of types of corporate meetings
- discuss the role of the independent meeting planner in the corporate meeting environment
- identify and discuss other specific target markets for the meetings and conventions industry

This learning outcome will constitute 20% of the final mark.

2. Research and identify the steps and key considerations when planning, managing, marketing and organizing meetings and conventions.

Potential elements of the performance:

- explain the role of the meeting planner
- identify the factors considered in site inspection and selection
- summarize the important items a meeting planner should negotiate with a convention centre
- identify and discuss considerations when arranging food and beverage service and guest speakers
- discuss the legal considerations when planning, organizing and managing meetings and conventions
- list commonly-used methods to effectively market a meeting
- describe some of the meeting-control devices used to ensure a successful meeting
- identify the different forms of technology used to assist or enhance meeting presentations
- identify elements unique to hospitality marketing
- list the steps involved in the development of a marketing plan for a hospitality enterprise
- identify and explain ancillary conference and convention activities which contribute to the success of the meetings and conventions industry

This learning outcome will constitute 30% of the final mark.

3. Research and identify the critical elements of customer service which contribute to the overall success of the meetings and conventions industry.

Potential elements of the performance:

- list and explain the sales tools used to sell or motivate business in the hospitality industry and how these sales tools are integrated to gain maximum exposure and impact
- outline the procedure of servicing the group - before, during and after the meeting

This learning outcome will constitute 15% of the final mark.

4. Apply newly-acquired knowledge and skills in the planning, organizing and actual management of catering functions and special events.

Potential elements of the performance:

- organize and conduct a meeting with an agenda and time frames
- apply the principles of customer service in hospitality settings
- participate effectively in the planning and provision of services for special events
- outline and demonstrate the process for setting up for a banquet
- identify different food preparation systems for banquets
- employ several sales tools when contacting a client to confirm the details of a function
- as a management team member; forecast and post staffing requirements, forecast and place linen requisition, forecast and place beverage requisition, define and complete checklist and diagram of room set up, establish technological requirements and make appropriate arrangements
- as a management team member; manage the set up, servicing and completion of a function
- understand and assist in the billing procedures for the function
- complete an evaluation on the level of success of the function

This learning outcome will constitute 30% of the final mark.

5. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment.

Potential elements of the performance:

- solicit and use constructive feedback in the evaluation of her/his knowledge and skills
- identify various methods of increasing professional knowledge and skills
- apply principles of time management and meet deadlines
recognize the importance of the guest, the server-guest relationship, and the principles of good service

This learning outcome will constitute approximately 5% of the final mark.

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development
And are not necessarily intended to be explored in isolated learning units
or in the order below.

1. The convention, meetings and trade show industry
2. Developing a marketing plan
3. Organizing for convention sales
4. Selling the association market
5. Selling to the corporate meetings market
6. Selling other markets
7. Selling to the meetings market
8. Advertising to the meeting planner
9. Negotiations and contracts
10. The service function
11. Preparing for the event
12. Function rooms and meeting setups
13. Food and beverage service - before, during and after the meeting
14. Audio visual requirements
15. Exhibits and trade shows
16. Convention billing and post convention review

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Astroff, M., & Astroff, J. (1998). Convention Management and Service
(5th ed.). East Lansing, Michigan: The Educational Institute of the
American Hotel and Motel Association.

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

Professor's Evaluation

3 Tests (each worth 20%)	60%
Project / Assignments	30%
Student professionalism (Dress code, attendance, conduct)	10%
Total	100%

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided and agreed to by the professor in advance.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES:Dress Code

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom. Please see attached policy on hospitality dress code. For further details, please read the Hospitality Centre dress code.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Disclaimer for meeting the needs of learners:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's Office

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.