

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

HOSPITALITY CENTRE

SAULT STE. MARIE, ONTARIO, CANADA

COURSE OUTLINE

COURSE TITLE: CONVENTIONS AND BANQUETS

CODE NO.: HMG 231 SEMESTER: 4

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

INSTRUCTOR: JOANNE KINNUNEN

AUTHOR: PROFESSOR DERON B. TETT, HRM Dip., B.A.H., B. ED.

DATE: 2001 12 19 PREVIOUS OUTLINE DATED: 2000 12

APPROVED: _____
DEAN **DATE**

TOTAL CREDITS: 2

PREREQUISITES: NONE

LENGTH OF COURSE: 2 HRS./WK. TOTAL CREDIT HOURS: 32

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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.

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- 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.

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- 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

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

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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.

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V. EVALUATION PROCESS/GRADING SYSTEM**FINAL GRADE REPORTING**

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding Achievement
B	70% - 79%	Consistently Above Average
C	60% - 69%	Satisfactory
R	Below 60%	Repeat - objectives have not been met
CR	Credit exemption	
X	A temporary grade, limited to extenuating circumstances, giving a student additional time to complete course requirements	

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

EVALUATION

3 Tests (each test worth 20%)	60%
Project / Assignments	30%
Student Professionalism (dress code, attendance, participation)	10%
Total	<hr/> 100%

GUIDELINES RE GRADING:**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 typed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless the student and the professor have come to an agreement prior to the due date.

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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.

Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.

Plagiarism

Students should refer to the definition of "academic dishonesty" in the "Statement of 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, as may be decided by the professor.

CONVENTIONS AND BANQUETS, HMG 231**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 post-secondary institutions.

Course Modification

The professor reserves the right to modify the course as deemed necessary.

Substitute course information: available at Registrar's Office.

VII. Prior Learning Assessment

Students who wish to apply for advanced credit in the course should consult the instructor.