

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE:

BANQUET AND CONVENTION SALES

CODE NO.:

HMG231

SEMESTER:

THREE

PROGRAM:

HOTEL & RESTAURANT MANAGEMENT

AUTHOR:

KEITH MAIDENS

DATE:

SEPTEMBER, 1991

PREVIOUS OUTLINE
DATED:

SEPTEMBER, 1990

New: X

Revision: _____

APPROVED:


DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

91-08-22
DATE

BANQUET AND CONVENTION SALES

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COURSE NAME

COURSE CODE

COURSE LENGTH 2 hours weekly

TEXTBOOK Managing Convention and Group Business, Hoyle,
Dorf and Jones

Student Study Guide & Manual for above

AUDIO VISUAL Film - Banquet Service Hospitality Sales:
AIDS - Preparing for the Sale
 - Making the Sales Call
 - Overcoming Objections
 - Closing the Sale and Follow-Up

COURSE OBJECTIVES:

At the completion of this course, the student should be able to:

1. Summarize the history, scope and economic importance of the meeting and convention business.
2. Identify: 1) Types of meetings by associations
 2) Property needs hosting meetings
 3) Decision making procedures within associations
3. Identify major differences between corporate and association meetings and the different property needs.
4. Identify other markets and which are best suited to a particular property.
5. Anticipate needs of meeting planner's requirements both in space, equipment and catering.
6. Develop a marketing plan for convention and group business including research, planning, execution and measurement to secure, service, and satisfy the best business mix.
7. Organize and manage the staff and records of a sales marketing department effectively.
8. Select and coordinate use of sales tools appropriate to the market mix of property.
9. Provide successful service to a meeting or convention group before, during and after the meeting.

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10. Determine appropriate service, logistics and menus for food and beverage functions and special events.
11. Understand the use of audio visual aids and other technologies available to meeting environment.
12. Coordinate the activities involved in exhibits and trade shows, attendance activities and guest activities at a meeting or convention.

Module I - Chapters 1 and 2

Upon completion of this module the student will be able to:

1. Identify the economic need and impact of the group and convention business to the lodging industry.
2. Be aware of the importance of meeting planners and the meeting facilities needed at a host property.
3. Identify the potential meeting and convention market.
4. Define associations, their purpose, and type of meetings and membership.
5. Identify association of staff and decision making process.

Module II - Chapters 3 and 4

Upon completion of this module, the student will be able to:

1. Identify the corporate meeting marketing.
2. Know the differences between corporate and association meetings and know the types of corporate meetings.
3. Identify the diverse meeting markets such as:
 - Sports Market
 - Trade Unions
 - Tour Groups
 - Ethnic Groups
 - Senior Citizens
 - Theatre Groups
 - Arts Groups
 - Social and Public Service Groups

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Module III - Chapter 5

Upon completion of this module, the student will be able to:

1. Determine the needs for assessment of:
 - a) site location
 - b) transportation
 - c) meeting/function rooms
 - d) guest rooms
 - e) exhibits
2. Identify the role of convention centres.
3. Identify the needs for:
 - a) pre-conference meetings
 - b) food and beverage service
 - c) legal considerations
 - d) arrangements for speakers
4. Market and manage the meetings.

Module IV - Chapters 6 and 7

Upon completion of this module, the student will be able to:

1. Identify marketing concepts and mix.
2. Develop a marketing plan after the necessary market research.
3. Understand market management.
4. Identify sales and marketing personnel needs.
5. Identify need and use of files, records and computerization of the convention and group business sector.

Module V - Chapter 8

Upon completion of this module, the student will be able to:

1. Identify sales tools needed to promote group and convention business.
2. Identify the proper steps to a personal sales call and effectively perform same.

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3. Effectively perform a telephone sales contact.
4. Identify the proper use of:
 - a) Exhibits and Trade Shows
 - b) Direct mail advertising
 - c) Media advertising

Module VI -- Chapter 9

This module will expose the student to the needs of service so that upon completion, he/she will be able to:

1. Identify and perform service prior to the meeting.
2. Perform service during the meeting.
3. Identify and perform service after the meeting.

Module VII -- Chapter 10

Upon completion of this module, the student will be able to:

1. Identify and select the proper food and beverage product for:
 - breakfast
 - breaks
 - luncheons
 - dinners
 - other events (Kosher, etc.)
 - beverage functions

Module VIII -- Chapter 11

This module will prepare the student to identify the technical needs of the meeting market so that he/she will be able to:

1. Identify needs and set up of:
 - a) projectors
 - b) boards and flip charts
 - c) audio and video equipment
 - d) staging and lighting
- . Determine the need of ownership or rental of meeting equipment technology.

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Module IX

Upon completion of this module, the student will be able to:

1. Identify the purpose and needs for exhibits and trade shows.
2. Plan pre/post conference tours, entertainment and recreation.
3. Coordinate guest activities to the target market serviced.

Evaluation:

At the completion of each reading (chapter) a review quiz will be completed and submitted to the instructor.

There will be four progress tests and a final examination.

Over the semester, group and individual projects will be assigned. Some of these are:

- a) Annual Christmas Dinner cover
- b) Annual Theme Night schedule (semester 4)
- c) Design and produce a sales menu package for the Gallery Inn

Final term will be considered from:

- | | |
|-----------------|-----|
| a) Projects | 25% |
| b) Review Tests | 25% |
| c) Final Exam | 50% |

Pass = 60%

Availability

Please note instructor's schedule in L140 for student support and consultation. Extension 583.