

## **COURSE OUTLINE**

### **Convention Management**

#### **Course Description**

HM 217. Convention Management. 3 hours credit. This course will enable the student to analyze the fundamentals of convention management. The student will explore methods of site and venue selection; discuss the various structures of conventions, explore convention operations and be introduced to the importance of managing quality, financial, budgetary and legal considerations of conventions.

#### **Course Relevance**

The principles learned in this course will allow HE student to have a basic understanding of convention business operations and specific managerial skills necessary to plan, manage, and strategically execute various types of conventions. It will develop the student's ability to think analytically and critically regarding convention operations.

#### **Required Materials**

McCabe, V., Poole, B., Weeks, P., Leiper, N., (2002). *The business and management of conventions*. New York, NY: John Wiley & Sons Inc.

#### **Learning Outcomes**

The intention is for the student to be able to:

1. Identify the structure of conventions
2. Demonstrate the organizational plans of a convention
3. Evaluate a completed convention

#### **Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student's involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
  - The student will develop critical thinking and analytical skills through the organization, execution, and evaluation of a convention plan.
2. Coping with Change
  - The student will respond to market and other unforeseen changes that arise while execution the convention plan.

Secondary Skills (developed but not documented)

Self-Concept  
Time Management  
Leadership  
Problem Solving

Reading  
Writing  
Listening  
Computer Literacy  
Speaking

### **Major Summative Assessment Task(s)**

These learning outcomes and the primary Learning PACT skills will be demonstrated by:

1. Preparation of a convention master plan

### **Course Content**

- I. Themes – Key recurring concepts that run throughout the course:
  - A. Convention management
  - B. Convention marketing
  - C. Convention organization
  - D. Strategic management
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Correctly evaluating and identifying the needs of the convention being planned
  - B. Communication skills to achieve the best outcome for the convention
  - C. Identifying the differences in work culture within the workforce and volunteers
  - D. Effective training for satisfactory execution of the convention
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Goal setting and measurements of success
  - B. Understanding of tactics needed to meet goals
  - C. Efficient methods of retrieving the pertinent information to make the convention run legally and efficiently
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
  - A. Application of concepts of convention planning
  - B. Analytical thinking of the convention operation challenges

### **Learning Units**

- I. Understanding conventions
  - A. Business environment of conventions
  - B. Structure of conventions
- II. Basics of convention management
  - A. Managing suppliers
  - B. Managing human resources
  - C. Managing site and venue selection
- III. Marketing of conventions
  - A. Basic marketing plan
  - B. Selling and promotion conventions

- IV. Convention organization
  - A. Planning the convention
  - B. Defining quality and success
  - C. Managing financial aspects of conventions
  - D. Legal considerations of conventions
  
- V. Strategic management of conventions
  - A. Goals development
  - B. Strategy development
  - C. Implementation and evaluation

### **Learning Activities**

Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor-led class discussion, textbook reading assignments, and internet assignments.

### **Grade Determination**

The student will be graded on the assessment tasks, examinations, written assignments, quizzes and other methods of evaluation at the discretion of the instructor.