

Fundamentals of Meeting Management

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Janet Sperstad, CMP
Development Date	5/1/2001
Revised Date	11/26/2002
Course Number	10-109-102
Instructional Level	Associate Degree
Potential Hours of Instruction	18
Total Credits	1

Description

Students explore the core issues of meeting planning from the fundamentals to the new trends shaping the meetings industry. Development of meeting timelines, checklists and request for proposal are introduced. Further focus includes the process meeting planners must use in site selections, the value of meeting objectives and format, and attendee expectations.

Target Population

First semester students in the Hospitality and Tourism Management program, students in the Administrative Assistant program, and business and industry professionals interested in expanding their careers in the meetings industry.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	18	1

Textbooks

Professional Convention Management Association. *Professional Meeting Management - 4th Edition*. 1996. **Edition:** 4th.

Exit Learning Outcomes

Core Abilities

- A. Communication
- B. Ethics
- C. Social interaction

Competencies

- A. **Acquire knowledge of meeting industry trends**
Competence will be demonstrated:
 - A.1. by submitting article reviews
 - A.2. on an exam

Criteria - Performance will be satisfactory when:

- A.1. you appraise the trends in the meetings industry
- A.2. you identify minimum of 3 career options in the meetings industry
- A.3. you interpret ethical issues in the meetings industry
- A.4. Article includes a description of a minimum of three meeting industry trends
- A.5. Article includes a description of the impact of these trends on the industry

B. Explore meeting planning tools

Competence will be demonstrated:

- B.1. on a written exam
- B.2. by submitting a meeting checklist

Criteria - Performance will be satisfactory when:

- B.1. you examine elements of needs analysis for meeting
- B.2. you develop a meeting checklist
- B.3. checklist includes the meeting budget
- B.4. checklist includes the meeting objective
- B.5. checklist includes the meeting program agenda
- B.6. checklist includes the meeting space requirements
- B.7. checklist includes the meeting food and beverage requirements
- B.8. checklist includes the meeting audiovisual requirements
- B.9. checklist includes the meeting exhibition requirements
- B.10. checklist includes the meeting promotion requirements
- B.11. checklist includes the meeting printing requirements
- B.12. checklist includes the meeting housing requirements
- B.13. checklist includes the meeting registration requirements
- B.14. checklist includes the meeting air and ground transportation requirements
- B.15. checklist includes the meeting evaluation

C. Develop a request for a proposal

Competence will be demonstrated:

- C.1. on a written exam
- C.2. by submitting a paper that is an example of a request for proposal

Criteria - Performance will be satisfactory when:

- C.1. Request for Proposal includes title of the meeting
- C.2. Request for Proposal includes meeting sponsor name and address
- C.3. Request for Proposal includes meeting goals and objectives
- C.4. Request for Proposal includes possible meeting dates
- C.5. Request for Proposal includes daily function space usage
- C.6. Request for Proposal includes daily lodging needs
- C.7. Request for Proposal includes name and contact information of sponsoring organization
- C.8. Request for Proposal includes includes meeting history
- C.9. Request for Proposal includes attendee demographics

D. Identify services provided by Convention and Visitors' Bureau

Competence will be demonstrated:

- D.1. on a written exam

Criteria - Performance will be satisfactory when:

- D.1. you summarize role and services of convention bureau
- D.2. you compare services provided by convention and visitors' bureau with other service providers

E. Articulate services that speakers bureaus provide

Competence will be demonstrated:

- E.1. on a written exam

Criteria - Performance will be satisfactory when:

- E.1. response includes the purpose of the speaker's bureau
- E.2. response includes the benefits of a speaker's bureau

F. Analyze the steps in selecting a meeting site

Competence will be demonstrated:

- F.1. on a written exam

Criteria - Performance will be satisfactory when:

- F.1. you describe six basic steps in selecting a meeting site
- F.2. you follow process in selecting a site

G. Compare different types of meeting facilities

Competence will be demonstrated:

- G.1. by submitting a paper
- G.2. on a written exam

Criteria - Performance will be satisfactory when:

- G.1. you articulate the site options based on meeting requirements
- G.2. you summarize the features of different types of meeting facilities
- G.3. you summarize the benefits of different types of meeting facilities
- G.4. paper includes an explanation of meeting site selection based on meeting requirements