**CONVENTION PLANNING**

Course Syllabus

<table>
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<tr>
<th>Course Number:</th>
<th>DEMA-0091</th>
<th>OHLAP Credit:</th>
<th>No</th>
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<tbody>
<tr>
<td>OCAS Code:</td>
<td>None</td>
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<tr>
<td>Course Length:</td>
<td>60 Hours</td>
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<td>Career Cluster:</td>
<td>Hospitality &amp; Tourism</td>
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<td>Career Pathway:</td>
<td>Travel and Tourism</td>
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<td>Career Major(s):</td>
<td>Destination Meetings and Event Management Assistant</td>
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Pre-requisite(s): Dependent on Career Major

Course Description: This course covers information pertaining to convention planning: corporate, educational, religious, political, and trade show. Students will learn how to interact with vendors (caterers, florists, musicians, speakers, etc.), how to choose the correct environment (temperature, lighting, space, stage, furniture arrangement, etc.), how to deal with interpreters needed for multicultural events, and how to handle security and safety issues.

Textbooks:


Course Objectives:

**A. Understand the Travel and Tourism Industry.**

1. Discuss the history of meetings, expositions and conventions.
2. Identify industry terms.
3. Determine the impact of meetings, expositions, and conventions.

**B. Understand the Planning, Organizing, Directing and Control Process.**

1. Discuss the differences in association and corporate meeting planning.
2. Determine the purpose of a needs analysis.
3. Identify the process of site selection.
4. Establish budgetary goals.
5. Understand the registration and housing process.
6. Identify the elements of a meeting and event specification guide.
7. Plan and design databases.
   a. Design and develop a database to document and organize client information.
   b. Create, design and name database table and query.
   c. Build and modify forms.
   d. View and organize information.
   e. Build and modify tables.
   f. Produce reports.

**C. Identify Meeting, Exhibition, Event and Convention Sponsors.**

1. Identify the four major types of organizations that hold gatherings.
2. Discuss the meetings held by the different categories.
3. Determine lead time for planning various gatherings.
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D. Determine Meeting and Convention Venues.¹
1. Understand the importance of physical attributes of the meeting venues.
2. Determine the various service levels and availability in different facilities.
3. Identify potential hazards.

E. Identify Various Types of Exhibitions.¹
1. Define a variety of exhibitions, facilities and programs.
2. Observe how inhabitation management companies operate.
3. Understand the role of exhibitors.

F. Understand Special Events Management.¹
1. Define planning tools used in special event management.
2. Understand the city and community infrastructure when hosting a special event.
3. Identify ways to merchandise and promote a special event.
4. Determine sponsorships for special events.
5. Create a special event budget.

G. Identify Food and Beverage Responsibilities.¹
1. Discuss the different types of catering options.
2. Understand the relationship between the catering and hotel departments.
3. Discuss the purpose and types of meal function.
4. Understand menu planning, design, and pricing.
5. Identify and understand liquor laws and liability.

H. Understand Function of Destination Management Companies.¹
1. Determine what a destination management company (DMC) does.
2. Understand how DMCs interact with meeting planners, hotels, event participants and various suppliers.
3. Identify how DMCs deliver their services.

I. Understand Program Planning.¹
1. Understand why people attend meetings and conventions.
2. Differentiate between the duties of a corporate meeting planner and an association meeting planner.
3. Identify the different types of session formats.
4. Determine appropriate food and beverage selections.
5. Determine pros and cons of using volunteer and paid speakers.

J. Understand role of Convention and Visitor Bureaus.¹
1. Discuss the history of Convention and Visitor Bureaus (CVBs).
2. Understand the organization and funding of CVBs.
3. Identify the various activities and services CVBs provide for meeting professionals.

K. Identify Legal Issues in the Industry.¹
1. Determine fine points of negotiations between the sponsor or organizer and suppliers.
2. Understand employment laws.
3. Understand ethics.

L. Identify International Differences That May Influence Planning.¹
1. Discuss how trade fairs and exhibitions vary around the world.
2. Identify terminology and protocol differences.
3. Determine things to consider before committing to an international trade fair.

M. Demonstrate Problem-Solving Skills.
   1. Analyze case studies related to convention planning and develop effective solutions to the issues and concerns presented.

1) ODCTE objective
   All unmarked objectives TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy percent (70%) or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.