HRMT 5540
Conference Coordination

DAY/TIME/LOCATION:
Wednesday
3:00 pm – 5:30 pm
Room 220 Spidle Hall

FACULTY INFORMATION
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Fax: 844 3279
Office Hours: Monday and Wednesday 1:00 – 3:00 p.m.

REQUIRED TEXT(S)

PROGRAM MISSION
To educate exceptional leaders for the Global Hospitality and Tourism industries. We concentrate on service excellence, social and ethical responsibility and diversity in a practically oriented and intellectually challenging learning environment.

COURSE DESCRIPTION
Course objectives are designed to familiarize students with the best practice in the conference and meeting management and provide tools to select the site, food and beverage, and event management resources. This course also offers negotiations, contracts, risk management, and budgeting for meeting planner, exhibitions and trade shows.

COURSE OBJECTIVES/OUTCOMES
Having successfully completed this course, the student should be able to:

1) Understand the skills necessary for successful conference coordination and meeting planning.
2) Understand terminology common to the conference industry.
3) Analyze the reason for holding meetings, who holds meetings, and where meetings are held.
4) Demonstrate an understanding of legal liabilities associated with meetings, various taxes impacting the meeting industry, and ethical behavior on the part of both the meeting planner/conference planner and the supplier.

5) Develop a framework for controlling the costs of a meeting/conference through a financial plan.

6) Recognize suppliers available to the meeting planning conference industry.

7) Understand the types of meeting planners: hotel, corporate, association and independent.

CLASS POLICIES

1. Academic honesty
   The University Academic Honesty policy (TITLE XII) will be strictly enforced. Students are responsible for familiarity with this policy and its adherence. Please review the current edition of the Tiger Cub for specifics regarding this policy.

2. Grading for course requirement
   - Term Project 20%
   - Mid-semester Test 20%
   - Research article critique 30%
   - Oral Presentation 10%
   - Final Examination 20%

3. Assessment elements:
   a. Examinations will cover the assigned readings, lecture materials, and quizzes and the points brought up in the course of class discussion. The final exam will be a comprehensive one that may cover all aspects of the course content, discussions, and assignment study guides. If a student missed an exam due to an absence, the exam cannot be made up without a prior approval from the instructor.

   b. Internship or field trip: we may have a short term internship (3-4 days) in a real conference and convention setting during the semester or at least a one-time fieldtrip to the Atlanta Convention Center.

   c. Research Article critique and Panel Discussion: a group pre-assigned will serve as members of the discussion panel. A person will be designated as a group leader. A group leader will have responsibility to gather information from all members, put all information together for PowerPoint material, set a group meeting time and settle all issues in a group. The group will be assigned several articles (or essays) to prepare for the discussion session. The theme of the panel discussion will be about the topics outlined in the course syllabus. Each member of the panel is expected to have read the assigned article and book chapters related to the
topic, summarize the article, and make one presentation set (PowerPoint presentation format) for all members to discuss it at assigned date.

The paper for the research article critique should be no more than 10 pages, should concentrate on such aspects of the assigned reading(s) as the importance of the topic, the conceptual/theoretical orientation of the reading(s), the adequacy of the research approach (if a research article), the underlying assumptions of the author(s), the relationship of the reading(s) to other areas of tourism in general, how it is related to the chapters we discussed, and the contribution of the study to our understanding of tourism/tourist behavior. You need to turn in this report along with your presentation materials (overheads, outline of your presentation and discussion questions) the day you discuss your panel reading(s).

There will be an evaluation for the team presentation from classmates and peer evaluation within team members. 50% of paper grade comes from peer evaluation within team members and 50% of presentation grade comes from peer evaluation from classmates. To assist and facilitate a quality discussion, the following minimum preparations need to be made:

1. Find articles or the reading(s) on the topic from the library. Article lists will be provided by an instructor. If Auburn University Library does not have designated journals or articles, see the instructor in an early as possible.
2. Have a meeting with the group to develop strategies for discussion of presentation and paper the assigned reading(s).
3. Plan to spend at least 15 to 25 minutes per article. Whole team should take at least an hour long discussion.
4. Provide a brief overview of the subject/topic and apply the concept we learned from the class so that the class will understand what you are discussing. The team may also introduce additional information on the topic from different sources.
4. Grading scale
   90 - 100% = A
   80 - 89% = B
   70 – 79% = C
   60 – 69% = D
   59% & < = F

5. Unannounced quizzes, attendance and participation
   There will be no unannounced quizzes. Class and laboratory attendance is mandatory for all HRMT classes and only official university excused absences (please refer to the Tiger Cub) supported by the relevant documentation will be accepted by Faculty for non-attendance. All supporting documentation must be date stamped and turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE unexcused absence per class, per semester. Each class missed thereafter without an official university approved excuse and supporting documentation will result in a letter grade deduction (one letter grade per class missed) at the end of each semester. In the event that a student misses more than three classes without an official university approved excuse and/or supporting documentation, this will result in an automatic fail grade for the class. Late assignments will not be accepted after the due date other than with an approved and stamped university excusing.

6. Special Accommodations for Students with Disabilities
   Students who need special accommodations should make an appointment to discuss the Accommodation Memo during scheduled office hours as soon as possible. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodation Memo but need special accommodation, contact The Program for Students with Disabilities, 1244 Haley Center, 334-844-2096 (Voice T/O).
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