

# HTM 16200: Introduction to Event and Meeting Planning Industry

## Course Description

Upon completion of this course, students will have a comprehensive overview of the event and meeting industry. Topics will include the supply and demand side of event and meeting management, the basic planning process needed for any event or meeting, sustainability, business ethics, and keeping pace with current industry trends through guest lectures from event and meeting planners.

## Course Goals

The goal of this class is to provide students with fundamentals of the meeting and event industry. Those completing the course will understand the scope and magnitude of the meeting and event industry, know the various knowledge, skills, and abilities that are necessary to be a successful event professional, and the tasks and activities involved in producing a meeting or event, and be familiar with the issues involved in producing a meeting or event.

## Learning Objectives

Upon the completion of the course, the student will be able to:

1. Develop a comprehensive overview of the essential supply and demand components of the event industry including corporations, associations, and the government in terms of organization, type, decision makers, attendees, and marketing efforts.
2. Compare and contrast the advantages and disadvantages of major venues of hotels, convention centers, conference centers, cruise ships, and unusual venues to those who demand and plan events.
3. Identify the key players and pioneers of the event planning industry.
4. Identify the basic needs of event planners and consumers.
5. Identify the basic principles and concepts of sustainability as applied to the event management industry.
6. Summarize the major characteristics of event planning with respect to planning, directing, organizing, controlling and assessing events.
7. Identify ethical business practices associated with the event industry.