

HTM 36200: Event and Meeting Management

Course Description

The principles and practices of event and meeting management will be covered in this course, including: strategic event planning process, project management, risk management, financial management, human resources, stakeholder management, meeting or event design, site location and management, marketing, professionalism, and ethics. Students will gain hands-on experience planning, directing, organizing and controlling a small scale event.

Prerequisites

Undergraduate level HTM 26200 Minimum Grade of C-

Course Goals

The goal of this class is to provide students with requisite knowledge, skills, and abilities to successfully coordinate events and meetings. Those completing the course will also have the requisite knowledge to prepare for the Certified Meeting Planner (CMP) exam.

Learning Objectives

Upon completion of this course, students will be able to:

1. Determine the purpose of a meeting and identify the relationship of a meeting to organizational strategy.
2. Develop and manage a budget for a meeting/event.
3. Develop the complete plan to meet the goals and objectives of the event (such as reserving rooms, securing meeting space, transportation, and food and beverage).
4. Review the event to determine if the goals and objectives were met.
5. Differentiate between ethical and non-ethical business practices.
6. Work with a team to plan, direct, organize and control a small scale event.