

HTM 46200 Advanced Event and Meeting Management

Course Description

Advanced aspects of meeting and event management principles and practices will be covered in this course. A focus is placed on: strategic planning, project management, finance and risk management, event design, site management, and ethics.

Prerequisites

Undergraduate level HTM 36200 Minimum Grade of C-

Course Goals

The goal of this class is to provide students with requisite knowledge, skills, and abilities to plan and manage meetings to achieve strategic goals through program design, implementation and management. Those completing the course will obtain relevant knowledge to aid their preparation for the Certified Meeting Planner (CMP) exam.

Learning Objectives

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

1. Formulate mission, goals and objectives to ensure effective meeting management and monitor and evaluate activities to ensure they meet desired outcomes and contribute to event effectiveness and sustainability.
2. Manage meeting or event to achieve mission, goals and quality standards within the meeting's scope, time and budget.
3. Prepare and determine program components and sequence; develop selection criteria for, negotiate and execute contracts for speakers; determine food and beverage requirements ; design environment (themes and décor) and requirements for staging and technical equipment and production; develop admittance credential systems and related crowd management control systems.
4. Develop, monitor and revise project budget; monitor revenue streams and cash flow; make ongoing effective decisions and wise resource allocations; manage registration processes.
5. Identify and analyze risks for a specific meeting.
6. Develop and implement risk management plans to reduce the probability and impact of undesirable situations.
7. Differentiate between ethical and non-ethical business practices.