

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 103 - INTRODUCTION TO MEETING PLANNING (3 CR.)**

Course Description

Focuses on basic aspects and skills involved in planning and managing meetings, exhibitions, events, and conventions. Covers the entire spectrum of the meetings industry, treating all aspects with a broad approach. Emphasizes types of meetings, meeting markets, industry suppliers and affiliates, budget and program planning, site selection and legal issues, registration and housing, and the development of timelines. This course is cross-listed with TRV 130. Credit will not be awarded to both. Lecture 3 hours per week.

General Course Purpose

The purpose of this course is to provide students with a broad overview of the meetings and convention industry, as well as a basic knowledge of the various aspects and skills involved in planning and managing meetings and conventions.

Course Prerequisites/Co-requisites

None.

Course Objectives

Students who successfully complete the course will be able to:

- Introduce the meetings expositions, events, and conventions industry
- Identify the need for planning, organizing, directing, and control in meetings
- Review the various types of organizations that sponsor gatherings
- Inventory the many types of meeting and convention venues
- Analyze the diverse aspects of exhibitions
- Review the role and approach to special event management
- Inventory to multiple dimensions of food and beverage
- Define the role of destination management companies
- Inventory the contributions of service contractors
- Define the process of program planning
- Describe the role and relationship of convention and visitors bureaus
- Identify major legal issues impacting the meetings industry
- Review developments in convention and meeting technology
- Describe the impact and challenges of global meeting planning
- Recognize the need for developing comprehensive time lines for meeting and events

Major Topics to be Included

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| • Planning, organizing, directing and controlling functions of management | • Program planning |
| • Meeting exhibition, event, and convention sponsors | • Convention and visitor bureaus |
| • Meeting and convention venues | • Legal issues in the meeting, exhibition, event, and convention industry |
| • Exhibitions | • Directing the future of convention and meeting technology |
| • Special events management | • International issues |
| • Food and beverage | • Overview of meetings industry relating to career objectives and opportunities |
| • Destination management companies | |
| • Service contractors | |