

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 229 - PRINCIPLES OF MEETING PLANNING (3 CR.)**

Course Description

Focuses on planning and managing meetings. Examines entire sequence of events, from conceptual stage of first meeting plan through completion of the event. Emphasizes technical planning skills including site selection, negotiating with suppliers, meeting specifications, preparation, and budgeting, special event planning, and working with facility staff to manage a successful meeting. Lecture 3 hours per week.

General Course Purpose

The purpose of this course is to provide students with comprehensive knowledge of the meeting and convention planning process. Various elements of the planning process are reviewed in depth and their relationships to the overall process are analyzed.

Course Prerequisites/Co-requisites

Prerequisite: HRI 103

Course Objective

Upon completion of this course, the student should be able to:

- Inventory the factors to be considered in site selection
- Analyze the role and functions of convention and visitors bureau
- Identify primary considerations and techniques used in negotiation
- Develop a working knowledge of confirmation letters, contracts, and lease agreements
- Describe the essential aspects of planning effective programs
- Review basic budget and financial management requirements of a meeting
- Inventory housing considerations for a convention
- Identify areas in which meeting planners need to work with meeting facilities
- Develop ideas for planning food and beverage functions
- Describe the various transportation needs of meeting/convention groups
- Review audio-visual needs, equipment and considerations
- Analyze the major characteristics of an exhibition
- Describe the essentials in arranging and caring for program participants
- Identify miscellaneous contractor needs
- Develop and prepare promotional materials
- Describe meeting evaluation techniques

Major Topics to be Included

- Program planning/adult education
- Attendee Profiles/guest programs and children's programs
- Role of the meeting planner/meetings management
- Development of RFPs/site inspections
- Small meetings/international meetings
- Convention centers/conference centers/hotels/resorts
- Convention and visitors bureaus/national sales offices
- Post-conference meetings wrap up and review
- Hotels/convention service managers/resumes, BEOs, on-site management
- Marketing/sponsorships
- Measurements of meeting success
- Menu planning
- Off site facilities/special events
- Vendors that support your meeting
- Independent planners
- Audio-visual services and equipment
- Marketing/promotions
- Emerging technology and internet sites
- On-line RFPs/on-line registration and housing.
- Tradeshow/exposition management
- General contracting services.
- Legal considerations/ADA/green meetings/ethics
- Budgets/committees/staff/contracts/negotiations