

# HTT A266: ORGANIZE AND MANAGE EVENTS AND MEETINGS

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

A comprehensive, fast-paced, hand-on course in managing a professional event/meeting, including the practical skills and tools needed for successful planning. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Produce a final project consisting of all ten (10) components needed to create a meeting or event plan.

## Course Objectives

- 1. Develop creative activities, speakers, events and properly sequence them throughout an event/meeting
- 2. Expand and implement a site plan and conduct a thorough site inspection
- 3. Analyze and implement professional registration and accommodation strategies
- 4. Implement effective record keeping systems that meet local, state, and federal requirements
- 5. Develop an efficient and secure admission system with security
- 6. Supervise communication among committees, vendors, and clients
- 7. Identify protocol requirements and learn how to acquire additional information
- 8. Assess design and decor needs, and creatively produce cost-effective decorations
- 9. Review a technical plan, including lighting and sound, and employ methods for reducing costs
- 10. Identify potential challenges to an event/meeting and develop appropriate solutions by effective planning
- 11. Evaluate wide variety of special effects available for events/meetings
- 12. Plan and coordinate food and beverage services
- 13. Create sustainable events enhancing environments
- 14. Develop contingency plans to ensure successful completion

## Lecture Content

Activities Create Sequence Profitability Transportation Location Site plan Inspection Feasibility Permits/licenses Identify Procure Record keeping requirements Registration Enrollment VIP s Security Protocol Design/decor Needs Cost-effectiveness Prizes, gifts, amenities Technical Plan Lighting Sound Efficiency Cost Special Effects Identify Availability Appropriateness Speakers/Entertainment Sources Cost Organization Food/Beverage Selection Pricing Presentation Contingency Plans Create Present Carry out

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations.

## Reading Assignments

As assigned from text

## Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses.

## Out-of-class Assignments

Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

## Demonstration of Critical Thinking

The student must participate in class discussions, distance-learning students will participate in on-line class discussions. In addition to completing a mastery quiz, distance-learning students will complete and return the mastery quiz on-line. Students will receive a grade and credit for completing the course requirements. Students who do not fulfill these requirements will receive no credit unless they complete the course successfully.

## Required Writing, Problem Solving, Skills Demonstration

1. All quizzes and examinations will be at least 75% comprehensive responses. 2. Problem solving exercises will include written comprehensive responses. 3. Cognitive responses to classroom lecture/demonstration/online discussion will be required. 4. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

## Textbooks Resources

1. Required Rutherford Silvers, Julia, CSEP. Professional Event Coordination, ed. New Jersey: John Wiley Sons, Inc, 2005 Rationale: -