

HOSP 58 Course Outline as of Fall 2022**CATALOG INFORMATION**

Dept and Nbr: HOSP 58 Title: MEETING & EVENT PLANNING

Full Title: Meeting and Event Planning

Last Reviewed: 11/8/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

This course covers the basics of event planning and management, including research, design, event coordination documentation, venue evaluation, catering, and marketing for all types of events. The students will be introduced to the logistical know-how and theoretical understanding needed to enter the field of meeting planning with the essential knowledge needed to excel in this rapidly growing sector of the hospitality industry.

Prerequisites/Corequisites:**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: This course covers the basics of event planning and management, including research, design, event coordination documentation, venue evaluation, catering, and marketing for all types of events. The students will be introduced to the logistical know-how and theoretical understanding needed to enter the field of meeting planning with the essential knowledge needed

to excel in this rapidly growing sector of the hospitality industry. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2022	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Understand the scope of event planning and management as part of the hospitality industry
2. Identify the value and economic impact of the meetings market on the U.S. & other global economies
3. Develop skills needed to plan a successful event
4. Understand how to plan and coordinate an event
5. Understand how to evaluate the success of an event

Objectives:

At the conclusion of this course, the student should be able to:

1. List the various types of special events
2. Confidently complete an event proposal and other logistics documents related to an event
3. Demonstrate understanding of marketing and communications related to events
4. Demonstrate knowledge regarding available resources for event planning such as outside vendors and staffing agencies
5. Recognize special venue requirements, operational factors, permits, and logistical support required for a successful meeting
6. Demonstrate knowledge regarding creating a critical path checklist for an event
7. Demonstrate understanding of the special requirements involved in catering, events, and menu selection.
8. Effectively budget and manage the financial process of program planning including sponsorships, revenue generation, and working with fundraising entities
9. Demonstrate understanding of the components of planning a wedding and other social events
10. Identify legal and insurance requirements in the meeting planning process, including

negotiation, contracts, and liquor liability

11. Demonstrate understanding of the basic principles of self-promotion as a professional event planner

Topics and Scope:

I. Introduction to Meetings, Expositions, Events, and Convention Industry

- A. Definition of a meeting
- B. Meeting Participants and Meeting Planners
- C. Description of meeting venues
- D. Organizers and sponsors

II. Initial Planning & Budgeting

- A. Determining your event objectives
- B. Event vision
- C. Design objectives of the event experience
- D. Initial planning
- E. Monitoring the budget
- F. Event design principles checklist
- G. Group resumes and banquet event orders

III. Organization and Timing

- A. Critical path
- B. Function sheets
- C. Timing & date selection
- D. Charting critical path and checklist

IV. Location, Location, Location

- A. Site selection
- B. Location requirements
- C. Hotels and convention centers
- D. Restaurants, private venues, catering
- E. Theaters
- F. Tents
- G. Gala openings in new venues
- H. Location contracts
- I. Move-in & logistics checklists

V. Guest Arrival

- A. Registration: guest pass security and ticket pickup
- B. Guest arrival checklist

VI. Venue Requirements

- A. Room requirements
- B. Staging, audiovisual, lighting
- C. Venue and event supplier checklist: room, venue and catering
- D. Supplier requirements and contracts

VII. Event and Meeting Sales and Marketing

- A. Marketing your event
- B. Self-promotion as an independent planner
- C. Using social networking

- D. Identifying markets – offer pre and post events to extend stays
- E. Strategic partnerships

VIII. Food and Beverage

- A. Food and beverage considerations
- B. Menu planning
- C. Staffing
- D. Charitable donations

IX. Weddings

- A. Site selection – banquet, ceremony, rehearsal dinner
- B. Working with hotels

X. Other Considerations

- A. Green meetings
- B. Social responsibility
- C. Ethics
- D. Entertainment
- E. Photographers and videographers
- F. Themes and programs
- G. Staff, supplier, and entertainment insurance work permits

Assignment:

1. Weekly reading assignments (approximately 10-20 pages)
2. Case studies and written homework assignments
3. Meeting trend report, and presentation
4. Class discussion and group work
5. Event critique - oral presentation
6. Group Project
7. Midterm & Final Exam

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework assignments

Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Case studies, meeting trend report

Problem solving 30 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Event critique / oral presentation

Skill Demonstrations 30 - 40%

Exams: All forms of formal testing, other than skill performance exams.

Midterm and final exam

Exams
10 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Class and group project participation

Other Category
10 - 20%

Representative Textbooks and Materials:

Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. 2nd ed. Allen, J. Wiley. 2009 (classic)

Instructor prepared materials