

FACULTY OF GLOBAL & COMMUNITY STUDIES	
SCHOOL OF TOURISM MANAGEMENT	
COURSE OUTLINE	
Term:	Spring 2017
Course No. (Section):	TOUR 221
Course Name:	Conference Services
Credits:	3
Classroom/Lab:	
Scheduled:	
Instructor:	
Office:	
Telephone:	
E-mail:	
Office Hours:	

COURSE FORMAT: 3 hours per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 15 credits of 100 level or higher coursework including TOUR111 or REC111 or TOUR160

FOURTH HOUR: Attendance at LinkBC's Student Rendezvous; group project tutorial; field trip to Vancouver Convention Center (all mandatory)

COURSE DESCRIPTION: Meetings, expositions, events and conventions (MEEC) contribute 15 - 50% or more of a hotel's total revenues. Identifying the needs, and having the knowledge and skill to meet the needs, of this significant market segment is a critical skill for persons wishing to work in sales, marketing or operations in a major hotel. This course offers a practical insight into different kinds of meetings and conventions, the types of organizations that stage such events, the people who hold the key to site selection and the services hotels need to provide to host meetings and conventions. This course will present conference services in a manner that prepares the student for real-world experiences for providing the services required for attracting and retaining MEEC business. Students will be introduced to the fundamental knowledge, practical insight and best practices required to succeed in convention services delivery.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Describe the scope of the MEEC industry and identify the MEEC market segments.
2. Define and explain the conference services a hotel needs to provide to compete in the MEEC sector, using industry-specific concepts and terminology.
3. Use a customer-focused approach to identify and address a client's conference service needs.
4. Conduct site inspections that showcase the venue and address the client's needs, queries and information requirements.
5. Conduct effective client communications to maintain and build the hotel- customer relationship.
6. Interpret and respond to a Request for Proposal for conference services.
7. Describe technology applications in conferences services.

8. Explain available techniques and strategies for incorporating sustainable practices into conference service delivery.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
1. Client meeting documents	10%	I
2. Social Tables certification	10%	I
3. Site inspection report	15%	I
4. Technology in conference services	10%	G
5. Cvent certification	10%	I
6. Response to RFP	20%	G
7. Final exam	15%	I
8. Homework x 4 (2.5% each)	10%	I
Total	100.00%	

GRADING PROFILE: A+=90-100% B+ = 77-79% C+ = 67-69% D = 50-59%
 A =85-89% B = 73-76% C = 63-66% F = 49% or less
 A-=80-84% B- = 70-72% C- = 60-62%

GRADING STANDARDS:

A+	<p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p>
A	<p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p>
B	<p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p>
C	<p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p>

D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>
F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>

REQUIRED TEXT and OTHER RESOURCES:

Production and Logistics in Meeting, Expositions, Events and Conventions; by George G. Fenich; Publisher: Prentice Hall; ISBN-10: 0133139468

COURSE CONTENT/SCHEDULE:

The following is meant to serve as a guide for course topics. Homework will be advised at the end of class and posted on Moodle. The instructor reserves the right to make changes, providing students with at least one week's notice. Schedule changes will be posted on Moodle.

WEEK/ DATE	TOPIC (S)	REQUIRED READINGS/ ACTIVITIES
1	Introduction to the meetings, expositions, events and conventions industry (MEEC)	4th hour activity – Student Rendezvous
2	PART 1: WINNING CONFERENCE BUSINESS MEEC planning process <i>Guest speaker – Morgan Westcott</i>	
3	Communicating with clients – Effective meetings	Homework 1 due
4	Communicating with clients – Request for Proposal	
5	PART 2: DELIVERING CONFERENCE SERVICES Event experience <i>Guest speaker – Anna Rowinska</i> Meeting venue <i>Types of venues</i>	Homework 2 due
6	Meeting venue <i>Site selection criteria</i> <i>Site inspection</i>	LA#1 due
	READING BREAK – No class	
7	Technical production <i>Audio visual requirements</i> <i>Meeting planning technology</i> <i>Hotel management technology</i>	LA#2 due Field trip – Vancouver Convention Center
8	Food and beverage <i>Types of meal service</i> <i>Menu development</i>	LA#3 due
9	Poster presentations	LA#4 due

10	Housing <i>Room blocks</i>	Homework 3 due
11	Greening strategies for conference venues	Mandatory tutorials Homework 4 due
12	Course review Exam study guide	LA#5 due
13	Group Project Presentations	LA#6 due
14-15	FINAL EXAM PERIOD	Final exam - TBA

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory.**

Participation: This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to

avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.

***Penalties for Cheating
& Plagiarism:***

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Programmable Tools: The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

Emergency Procedures: Students are required to familiarize themselves with emergency procedures posted in the classroom.

COURSE POLICIES:

Communication: Students are REQUIRED to check the course web site on Moodle as well as his/her name@my.capilanou.ca email at least 3 times weekly as these are the primary vehicles for university correspondence between instructor and student. Course communication will not be sent to student personal emails.

Mandatory Tutorials: Failure to attend a mandatory tutorial without prior notification to the instructor will result in the deduction of 10% for the associated assignment.

Due Date and Time: Learning Assessments and homework assignments are due at the start of class on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

- Late Penalty:** A late penalty of 10% per day of the total grade will be deducted for assignments received after the due date AND time.
- Individual Grades:** Students must achieve a passing grade (at least 50%) on the combined individual portions of the course to pass the course.
- Homework:** Homework is posted on the whiteboard at the beginning of each class. Students are responsible for all handout materials
- Mobile Devices and Laptops:** All mobile devices and laptops are to be turned off/muted and stored in bags, coat pockets, etc. for the duration of the class unless required for an in-class activity.
- Managing Groups:** Group projects, when they are properly managed, provide participants with the opportunity to explore ideas and generate discussions. Grades are usually better than when the student works alone, reflecting the group synergy.
- However, when group conflict occurs the experience can be negative. Participants feel that events are out of their control. Usually, these conflicts centre around unequal participation, or, in extreme situations, the non-participation of a member. The participating members of the team feel resentful that a non-performer will be graded on their work.
- In extreme cases of dysfunctional conflict among group members, you may pursue one of three possible remedies: (a) voluntary separation from the group; (b) removal of non-performing members; (c) peer evaluation. **These options may only be undertaken with the written permission of the instructor.**
- (a) Voluntary Separation
- One or more members of a group may choose to leave the group and form a new group. If you choose this option, you will still be required to submit a completed project on the due date specified in our class schedule. No special consideration will be given to group members who decide to separate from their groups i.e. grades will be allocated based on the quality of the project regardless of the size of the group.
- (b) Removal of Non-performing Members
- After consultation by the instructor with all group members, a non-contributing member may be expelled by a group. To remove a member, the other group members must inform the instructor of performance-related problems using the following procedure:
1. As soon as performance/attendance problems become apparent, it is incumbent on the group to verbally advise the offender that his/her performance is substandard and how he/she can correct the situation.
 2. If the problem is not corrected, the group is to provide a short memo to the offender stating what is expected to avoid expulsion from the group. A copy

of the memo is to be provided to the instructor. For example, attendance at all group meetings, on-time submission of work to the group, etc.

3. Finally, if satisfaction is not received, the group may write another short memo expelling the offender and outlining the reasons. A copy is to be provided to the instructor. The offender will be required to complete the Learning Assessment on his/her own. No additional time will be provided and no teamwork points will be awarded for the projects completed by the non-participant.

Please keep the instructor informed at all times. If your team is experiencing conflict, the instructor is available as a resource to help.

NOTE: Students who are removed from a group or displaced as a result of a voluntary separation must still submit the project by the due date if they wish to receive a grade.

NOTE: Groups who remove a group member are still responsible for the work of the removed group member. No grade allowances will be made in these circumstances.

(c) Peer evaluation

You will be marked as a group on these Learning Assessments. However, in cases where group members feel that one or more members have not contributed equally, the use of a peer evaluation form can be requested to provide feedback to the instructor. If there is an objective consensus that someone has not fully participated, that person will not receive the full mark for the project. Their mark will be scaled to reflect their individual contribution.

Note: Ratings will be returned to each individual team member but the evaluator's identity will remain confidential.

Note: If at any time you would like your instructor to meet with the whole group to discuss group problems or act as a mediator, please do not hesitate to request a meeting. The group should however endeavour to resolve problems on their own before considering involving your instructor.