



HT-MGT 397G Meeting, Convention & Event Management

Fall 2006

Course Hours:
Mondays, 2:30-5:30pm

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Section 2: Dr. Chris Roberts

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Explore the vast array of meetings, expositions, events and conventions. Learn the different venue types, approaches and the management of group gatherings. Identify the role of convention and visitor bureaus, destination management companies and service contractors. Understand legal and international issues. Prerequisite: HTM 100. Replaces HT-MGT 331 and HT-MGT 333.

● Course Objectives

- To understand a broad overview of the industry
- To identify differences in meeting types
- To develop a working knowledge of operations
- To design and implement an event plan

● [Assessment](#)

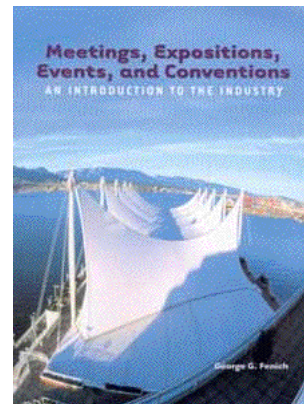
● [Schedule](#)

● Required Materials

Meetings, Expositions, Events and Conventions: An introduction to the industry

George C. Fenich

Pearson Prentice Hall: ISBN 0-13-112587-3



● Electronic Equipment

Electronic devices are not to be used in the classroom. This ban includes telephones, personal stereos and laptop computers. Hand held calculators are exempted. Voice recorders may be used to record lectures with prior permission.

[Dr. Chris Roberts Home Page](#)

Updated 09/05/2006

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HT-MGT 397G, Section 2 Meeting, Convention & Event Management

Assessment

Tests: 3 @ 20 points each =	60
Participation:	15
Final Exam:	25
	Total = 100
Scale: 93-100=A, 90-92=A-, 87-89=B+, 83-86=B, 80-82=B-, 77-79=C+, 73-76=C, 70-72=C-, 67-69=D+, 63-66=D, 60-62=D-, Below 60=F.	

Tests

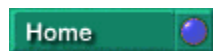
To ensure that students are understanding the material, regular tests are given. Each test will cover 5 chapters and will be given in class. If you anticipate conflict with a test date, please contact me well in advance. Negotiating in advance is always preferable to missing a deadline. There are NO MAKEUPS. At 20 points each for 3 tests, this grading element is worth 60% of your final grade.

Participation

This course is designed to incorporate industry practices in the classroom; therefore, just as active participation is essential in the "real" world, so it is in our classroom learning process. As such, regular attendance and active participation are expected for this course. Plan to get involved on a regular basis. This grading element is worth 15% of your final grade.

Final Exam

To demonstrate your integrative learning, there is a final exam that covers the entire course. It will primarily be derived from the three tests given across the semester. Use your tests as a study guide for the final exam. This comprehensive exam is worth 25% of your final grade.



Updated 09/02/2006



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Fall 2006 Schedule

Note: Left click on a chapter link to display the lecture slide show.
Right click on a chapter link to download the file.

Date	Discussion Topic
September 11	Course Introduction and Lecture on Chapter 1
September 18	Lecture on Chapters 2 and 3
September 25	Lectures on Chapters 4 and 5
October 02	Test #1 on Chapters 1-5
October 11 (Wednesday)	Lecture on Chapters 6 and 7
October 16	Lecture on Chapters 8 and 9
October 23	Lecture on Chapter 10
October 30	Test #2 on Chapters 6-10
November 06	Guest Speaker #1
November 13	Lecture on Chapters 11 and 12
November 20	Lecture on Chapter 13
November 27	Guest Speaker #2
December 04	Lecture on Chapters 14 and 15
December 11	Test #3 on Chapters 11-15
TBA - Finals Week	Final Exam

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Updated 09/03/2006