



## Syllabus

### HOS 225 Meeting Planning and Conference Management

#### General Information

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**Date**

September 21st, 2017

**Author**

Unknown Author

**Department**

Business

**Course Prefix**

HOS

**Course Number**

225

**Course Title**

Meeting Planning and Conference Management

#### Course Information

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**Credit Hours**

3

**Lecture Contact Hours**

3

**Lab Contact Hours**

0

**Other Contact Hours**

0

**Catalog Description**

This course discusses the specialized field of meeting and conference management and its impact on the hotel industry. Each student will consider the component parts of a successful meeting and analyze these parts from both a meeting planner standpoint and a hotel management team standpoint. Areas of study will include: site selection and negotiations, program development, banquet food service, function room set-up, conference support services and meeting evaluation.

**Key Assessment**

This course does not contain a Key Assessment for any programs

**Prerequisites**

None

**Co-requisites**

None

**Grading Scheme**

Letter

#### First Year Experience/Capstone Designation

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This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

#### SUNY General Education

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This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

#### FLCC Values

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## Institutional Learning Outcomes Addressed by the Course

Vitality

Inquiry

Perseverance

Interconnectedness

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## Course Learning Outcomes

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### Course Learning Outcomes

1. Appraise meeting rooms with regard to suitability and functionality
2. Synthesize a complete meeting plan
3. Analyze the contractual obligations inherent in meeting contracts and banquet event orders
4. Illustrate recreational and team-building activities offered at conference centers

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## Program Affiliation

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**This course is required as a core program course in the following program**

AAS Hospitality and Tourism Management - Hotel and Resort Management

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## Outline of Topics Covered

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- 1 The conference center concept, types and styles of meetings, developmental steps of a meeting plan, pre-meeting meetings, site selection criteria
- 2 Departmental responsibilities while meetings are in house, including conference services and the conference desk,
- 3 Meeting sales and the RFP process, complete meeting package rates, the relationship between sales and meeting managers
- 4 Meeting room set-ups, meeting room requirements and design
- 5 Banquet Event orders, private dining, banquet menus, banquet food service options including specialty and themed functions, coffee breaks, hospitalities, private dining and exclusives
- 6 VIP treatment and group gifts, transportation arrangements, correspondence
- 7 The meeting resume, booking sheets, rooming lists
- 8 Audio-visual support, staging and the latest in meeting technology, AV equipment
- 9 Meeting room management and room scheduling, meeting room equipment, effective package handling
- 10 Specialized meeting services, critical path approach
- 11 Contracts, contractual and legal obligations, commitment and assessment, catering contracts
- 12 Use of recreation facilities, corporate olympics, use of sports facilities, teambuilding exercises, how to program participant leisure time, spousal activities
- 13 Non-traditional meeting settings, meeting related revenue streams, off site functions
- 14 Utilizing outside vendors, entertainment, florists, bakers, security, etc.
- 15 Meeting evaluation, debriefing, the unstable, ever-changing nature of meetings