RECR 470
Meeting and Conference Planning

Catalog Course Description:
This course provides an overview of the meeting industry, including suppliers and other stakeholders. It is designed to provide students with basic information and experience about the development and implementation of a meeting or conference. Experiential and theoretical information about planning and design, budgeting, and financial management systems, measurement and evaluation and risk and liability will be presented.

Course Teaching Methods
- Assigned readings
- Lectures
- Class, Vista and wiki discussions
- Guest lectures
- Field trips
- Online research
- Group project
- Quizzes/exams

Course Core Content and Objectives:
Upon successful completion of this course, students will be able to:
1. Understand the scope of the meeting industry;
2. Describe the skills, ethics and professionalism essential to meeting professionals;
3. Create measurable objectives for meetings based on stakeholders’ needs assessment;
4. Develop an appropriate planning timeline;
5. Develop and manage meeting budget;
6. Determine the appropriate geographic location and venue for the meeting;
7. Design program details including speaker selection and room set-ups that meet the needs of participants;
8. Develop marketing plan for meeting;
9. Describe basic negotiation strategies and the basic principles and requirements of all contracts;
10. Identify technological tools that are available for meetings;
11. Develop a risk management for the meeting;
12. Develop registration and housing reservation plans for the meeting;
13. Have a basic understanding of all aspects of food and beverage functions;
14. Identify the importance of different types of transportation to meetings;
15. Describe and apply sustainable meeting practices; and
16. Know how to evaluate different aspects of the meeting.