

University of Florida
College of Health and Human Performance
Department of Tourism, Recreation and Sport Management

Special Events and Meeting Planning

LEI 3832
Fall 2009 (3 credit hours)

Dr. Douglas DeMichele
330C Florida Gym

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392-4042 x1250

Office Hours: MON 8:30 – 10:30 am
WED 8:30 – 10:30 am

Class Meets: M W F 3:00 pm – 3:50 pm in room 230 Florida Gym

Chairperson
Dr. Michael Sagas
Department of Tourism, Recreation and Sport Management
300 Florida Gym
<http://www.hhp.ufl.edu/rpt/>

Honor Code

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

“The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”

Course Overview:

Class meets Monday’s, Wednesday’s and Friday’s from 3:00 pm – 3:50 pm and consists of lectures, discussions, and potential presentations from guest speakers.

Course Description:

LEI 3832 provides students with the opportunity to develop the skills and knowledge necessary to manage special events, meetings and conventions. The course is designed to integrate the management decisions, planning components and all phases of the delivery process.

Course Objectives:

At the end of the course, successful students will:

1. Demonstrate an understanding of the importance of meetings and special events in today’s fast paced and technologically advanced world.
2. Demonstrate an understanding of how successful special events, meetings and conventions are planned and delivered using best practices.

3. Demonstrate knowledge and understanding of current trends and issues common to special events, meeting planning and convention planning environments.
4. Demonstrate an understanding of the skills and the application of skills needed to effectively manage meeting and special events operations.

Required Text:

1. Meeting Professionals International. (2006). *Meetings & Conventions: A Planning Guide* (2nd Ed.). Dallas: Meeting Professionals International. (MPI).
2. Prosser, A. & Rutledge, A. (2003). *Special Events and Festivals: How to Plan, Organize, and Implement*. State College, PA: Venture Publishing Inc. (PR).

Special needs:

If any student has a need for a special accommodation, please let Dr. D. know ASAP or by the third class.

Classroom guidelines:

For the purpose of name recognition and class communication, new students are asked to submit a 2"x 2" photo by the second week of class. This will be stapled to an index card with your name, major, phone number and email address. This card can be used long after the on-line E-Learning photo has been deleted from the database.

It is expected that all students arrive, on time, prepared for class and that all cellular phones and Internet connections are turned off during class (portable computers are not to be used unless you have note taking permission). Reading the newspaper or disrupting the class will not be tolerated. Eating in class is against HHP policies. If at any time you feel the need for assistance and/or information concerning the course, see Dr. D. as soon as possible.

Course Grading:

There are 500 total points for the class. The class will be graded based upon the following items.

1. Website Assignment 100
2. Group Project (12-15 pages) 150
3. Exams (2) 100 point exams 200
4. In class assignments (5 randomly collected; 10 pts each) 50

Website assignment: Each student will be asked to research and collect data pertaining to a special event or meeting planning topic. The student will need to identify 3 related websites pertinent to the topic, evaluate the website and provide a cost / benefit analysis recommendation (3-page summary report) addressing their research. Students are to submit a web page of each site evaluated as well as the 3-page summary report. **Example topic: Evaluate the hiring of a band for a wedding.**

Group Assignment: Recognizing that group projects are influenced by other group members and their contributions, it will be necessary for all members of the group to contribute equally to the project. Group members are expected to notify Dr. DeMichele if a member of the group is not contributing equally. At that point, the student will be informed that continued non-participation will result in a zero for the project. If the members of the group do not inform Dr. D. in advance, it will be assumed that all members contributed equally. Then, at the conclusion of the project, members will assign the % of contribution of each member.

Group Assignment guidelines and requirements: Project must be at least 12 pages in length but not more than 15 pages and must also contain a minimum of 3 references (one reference may be a professional contact). Group members are to assume that the event will actually be delivered in the community assigned. Event details and all design features need to make fiscal sense and should not be frivolous. If the group determines that an expensive element or consideration will make the event more effective, the element may be included. Group organizers will need to address the size of the event (how many individuals served) and also provide a detailed plan to address risk management, rentals of venues/items, necessary purchases, staff/security expenses, utilities and permitting, marketing and media relations, food and beverages, sponsorship, payment for services, music/atmosphere, uniforms, and any specialty items necessary. (The event must accommodate at least 100 participants unless otherwise define; event must also break even or generate revenue).

The group is expected to deliver the project to the class (approx 15 minutes plus questions) in a brief PowerPoint or video presentation. In the real world, you may not be given more than 10 minutes to impress a funding agency so consider this presentation an opportunity to condense and deliver vital information. The written project should address all the elements noted above and the budget portion should be in Excel. Each group will be required to provide a one-page handout (during the presentation) to summarize their project.

Please note that assignments will be collected in class. Attendance and your involvement in the discussions are a critical component of the course. The student will need to adhere to assignment deadlines (late assignments will result in a minimum deduction of 10-points).

E-Learning will be used to post all grades, the syllabus and the notes/projects for the class, with the final grade assigned according to the following:

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|----|---|------------------|
| A | = | 450 - 500 |
| A- | = | 435 - 449 |
| B+ | = | 420 - 434 |
| B | = | 400 - 419 |
| B- | = | 385 - 399 |
| C+ | = | 370 - 384 |
| C | = | 350 - 369 |
| C- | = | 335 - 349 |
| D+ | = | 320 - 334 |
| D | = | 300 - 319 |
| D- | = | 285 - 299 |
| E | = | Below 284 points |

Tiffany Hickem (GA) can be reached @ x1255 after calling 392-4042 or email tiff1124@ufl.edu

Fall 2009**TENTATIVE CLASS SCHEDULE**

Guest speakers may be scheduled to supplement the class schedule and students are expected to attend all classes. There will be 5 unannounced in-class assignments.

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| August 24 | Orientation to Class – Introduction |
| August 26-28 | Ch 1-2 P & R (Special Events overview, Event Design) Group Project assignment |
| August 31 | Ch 3-4 P & R (Event Structure and Development) |
| September 2-4 | Ch 3-4 MPI (Program Development & Site Selection) |
| September 7 | Labor Day (No School) |
| September 9-11 | Ch 5 P & R (Finance) Ch 2 MPI (Budget) |
| September 14-17 | Guest Speaker, Melissa DiStephano Ch 6-7 P & R (Marketing and Media and Sponsorships) |
| September 18 | Out of class assignment |
| September 21 | Ch 8 & 10 MPI (Marketing and Media and Sponsorships) |
| September 23-25 | Ch 8 P & R (Risk Management) Ch 6 MPI (Risk Management) |
| September 28-30 | Ch 9 P & R (Operational Plan) |
| October 2 | Ch 10 & 11 P & R (Event Ideas) |
| October 5 | Ch 17 MPI (Human Resources) |
| October 7 | Exam |
| October 9 | Ch 14 MPI (VIPs) |
| October 12 | Ch 5 MPI (Negotiations and Contracts) |
| October 14 | Guest Speaker, Keith Watson |
| October 16 | Homecoming (no class) |
| October 19-21 | Ch 11-12 (Registration and Meeting Logistics) |
| October 23 | Ch 9 MPI (Trade Shows) |
| October 26-28 | Ch 15 MPI (International Meetings) WEBSITE PROJECT due (Oct 28) |
| October 30 | Out of class assignment |
| November 2-4 | Website review discussions |
| November 6 | Out of class assignment GROUP PROJECT due (Nov 4) |
| November 9-13 | Group Projects |
| November 11 | Veteran's Day (No School) |
| November 16-18-20 | Group Projects |
| November 23 | Group Projects |

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| November 25 | Out of class assignment |
| November 30 | Group Projects |
| December 2 - 4 | Group Projects |
| December 7 | Group Projects |
| December 9 | Last Exam |