**EDEM 3240.001 Convention & Event Management**

**CLASS MEETING:**
Course: EDEM 3240
Section: 001
Day: Wednesday
Time: 5:29PM - 8:20PM
Location: Gateway 131

**INSTRUCTOR CONTACT INFORMATION:**
Instructor: Dr. Joe O'Donnell
Office Location: Chilton 342-a
E-mail: Joseph.odonnell@unt.edu
Phone: 832.334.9360 (cell)
Office Hours: By appointment or we can talk before or after class.

Required Texts and Materials

For this course, you are <u>not</u> required to purchase a traditional the textbook. Instead, you will be purchasing the *E.P.I.C.* resources (software access) from E.P.I.C. directly. The cost for this is $110.00 and the instruction letter is on CANVAS.

*E.P.I.C.*(Event Planners Intensive Course) is **The Event U**'s online corporate event planning course for busy professionals who need more flexibility in their training. It delivers lessons, tools, real-life stories, and case studies that convey the critical information you need to be  a successful event planner. What makes the program unique is the fun, flexible format used to deliver training materials. *E.P.I.C.* ensures you will understand how to produce effective, engaging corporate events, product launches, employee recognition events, customer appreciation events, milestone events… and more!

Course Textbook: (not required)
Johnson, Darren w. (2017) *Going  Live : The Ultimate Guide to Corporate Event Planning,* Clermont, FL: Event U LLC (ISBN: 9780692807897)

# Vision of the Hospitality & Tourism Management Program
To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

# Mission of the Hospitality & Tourism Management Program
Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

## Course Description

Analysis of the factors to be considered in the successful management of corporate and association meetings, conferences, conventions, and special events. Topics studied will include those planning, organizing, influencing, controlling, and leadership functions associated with the event (special event), convention, meeting, and festival activities. Key topics include budgeting, marketing, arrangements, international considerations, crisis management, social responsibility, and ethics.

## HTM Program Learning Outcomes

**PLO1**: Students will develop appropriate strategies for reaching their career goals in the global hospitality and tourism fields.

**PLO2**: Students will develop analytical and quantitative skills enhanced by information technology to support smart business decisions in the Hospitality and Tourism Industry.

**PLO3**: Students will integrate hospitality and tourism business principles and current trends to lead in diverse, collaborative, and global environments.

**PLO4**: Students will apply innovative and imaginative methods to Hospitality and Tourism businesses utilizing ethical and sustainable practices.

**PLO5**: Students will demonstrate effective and efficient communication skills in all settings.

## Learning Objectives/Course Objectives:

- Understand the traits of a successful event planner. (PLO1)
- Learn the seven steps to creating a successful event. (PLO4)
- Identify key elements in selecting an indoor and outdoor venue.
- Understand when and how to use different seating configurations.
- Describe how to adhere to safety regulations when planning an event.
- Know the right questions to ask when hiring a caterer. (PLO5)
- Understand how to match the right entertainment with the right audience.
- Recognize the elements that make up a professional proposal.
- Discuss the issue of ethics in corporate event planning.
- Wow factors, know when and how to use them in your event. (PLO4)

Objectives will be measured through quizzes, exams, and individual student assignments

## Methods of Instruction

This course will utilize a number of different methods to maximize the learning potential for the student including class lectures, readings, projects and observations.

| | |
|---|---|
| Exam 1 | 100 |
| Final Exam | 100 |
| E.P.I.C. Module Quizzes | 1500 |
| Group Project: Event Management | 200 |
| Attendance (20 points per week 1-15 | 300 |
| **TOTAL** | **2,200** |

Students may monitor individual progress on Canvas. Notify the instructor

of any discrepancies in grades within one week of posting.

### Quizzes

There will be an online quiz for every module in the E.P.I.C. software that we will cover in this course. Online quizzes will be announced at the end of class to be completed before the next class or announced on Canvas. On-line quizzes will be open for at least 24 hours. If you missed the time window (online) when the quiz is given to take a quiz you will not be allowed to make it up.

### Exams

There will be 2 exams of 100 points each. The format of the exams including the number of questions will be discussed closer to exams however students should expect multiple choice, True and False, and matching. Exam questions will come from the E.P.I.C. software, any other materials assigned, and lectures.

Once started, this test must be completed in one sitting.

Complete the exam online by accessing Canvas . The exams will be timed and grades made available to students, after the deadline. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the UNT Help desk immediately so that your issue is documented with a help desk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Remember that once you start the exam online, you cannot close it out and go back in later to finish it.  You must complete it in one sitting once you have started the exam.

Avoid using a wireless connection for exams unless they are certain of its reliability. Take their exams using a supported web browser on a computer or laptop rather than using an iPad. If using an iPad, we recommend the Chrome browser.

Contact the UIT Helpdesk at 940-565-2324 for assistance should they encounter technical problems affecting their ability to access or complete a test. The UIT Helpdesk is open the following hours:

* Monday-Thursday 8am-midnight

* Friday 8am-8pm

* Saturday 9am-5pm

* Sunday 8am-midnight

If the UIT Helpdesk cannot resolve the problem, it will document the problem and provide   a ticket number to the student. Once the student contacts you with that ticket number,   you can contact either the UIT Helpdesk or CLEAR Faculty Helpdesk for additional information. We hope these tips are helpful to you. If you have any questions, please contact CLEAR Helpdesk at 940-369-7394.

**Group Project**
Students will be placed in groups and plan an alumni event from start to finish as if they were an event planner.

In this project, students will have the opportunity to paint a picture of possible events that could take place in this space. Each group will be given a budget and all of the details are up to the group to decide. Theme, feel, design, determine attendees, determine the reason for the event...etc.

Group projects will be presented to the entire class. Please look at the grading details for project specifics. Guidelines will be provided in advance regarding all aspects of the group project.

> Group Project: (includes group presentation) 200 points
> Part 1: Group Formation and Identification of Event (50 Points)
> Part 2: Description of Theme/Type of Event (50 Points)
> Part 3: Final Report: Who, What, When, Where & Why (50 Points)
> Part 5: Group Presentation (50 Points)

## Revisions:
The instructor reserves the right to revise this syllabus and list of requirements when, in his judgment, such revision will benefit the advancement of the course goals and objectives.

Your success is very important to me, if I cannot help please check out: https://success.unt.edu/

## TEACHING PHILOSOPHY
Your success as a student depends primarily on your willingness to accept responsibility for your own learning. I can provide you with the opportunity to learn (in the classroom & outside the classroom), motivation to learn (your grade), and support for your learning experience (through feedback and individual assistance); I will be happy to assist you as you tackle any challenges you will face in this class, and even in other classes and the university at large. BUT, you have responsibilities as well – to attend all class sessions, to participate in class discussions, to complete each and every assignment (both in and out of class), and to make the personal effort to master the concepts presented.

## Classroom rules and COURSE ETIQUETTE:
- Take full advantage of the class you are paying for it
- Respect everyone opinion.
- Instructional methods may include, but not be limited to, lectures, videos, PowerPoint presentations, group discussions, projects (individual and/or group), discussions boards, guest speakers, and others. You are expected to participate in all class activities, and discussions.
- Electronic Technology – Cell phones must be turned off
- Exams and quizzes may include objective and subjective questions. Examples of objective items include multiple choice, true/false, fill in the blank, and problems. Examples of subjective questions include short answer, essay, and case study analysis.
5. Any changes in class information or schedule will be expressed at the beginning of class, and all major changes will be posted on Canvas.

## COMMUNICATION PARAMETERS
Students should contact me via the message tool in Canvas, or directly through my UNT email, or my cell phone. I will attempt to respond to messages as soon as possible.
Please be aware that I will not be able to respond to "last minute" requests for assignment clarification, and you may encounter

unforeseen problems with your Internet provider, software, or hardware. You must allow sufficient time to deal with these problems in order to make on-line submissions, if any, by the deadline.

When you are communicating online in this or any other class you must remember two things:

1. The person you are communicating with deserves to be treated with respect and consideration
2. Your message is preserved <u>for all time</u> in the class record

With this in mind, I will expect that your communications to me and to others will be in the proper format, including a greeting and a signature, and will use correct spelling and grammar.

## Assignments

Always keep 1 copy of assignments/projects for your records. Assignments and projects will not be accepted late. All assignments should be submitted online via Canvas and are due as indicated in this syllabus and on Canvas. Please note in the event the course gets off schedule at the professor's discretion due dates may be pushed back.

**Guidelines for all projects and assignments must be followed to receive full credit.**

All assignments should:

1. Be typed in Word document; Double Spaced, and in 12pt. Times New Roman Font
2. Be submitted electronically via Canvas.
3. Be free from grammatical and spelling errors—proofread and use Spelling & Grammar check to avoid point reductions; and
4. Include a cover sheet with:
   a. Your First & Last Name
   b. Assignment Date
   c. HMGT 3240: Spring 2021