**Syllabus for course**

**GLOBAL MEETINGS AND EXPOSITIONS**

|  |  |
| --- | --- |
| **Course code:** |  |
| **Course title in language of instruction:** |  |
| **Course title in Czech:** |  |
| **Course title in English:** | Global Meetings and Expositions |
| **Number of ECTS credits allocated:** | **7** (1 ECTS credit = 26 hours of workload) |
| **Mode of delivery:** | face‑to‑face; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course |
| **Mode of completion:** | graded course |
| **Language of instruction:** | English |
| **Level of course and year of study:** | undergraduate |
| **Semester:** | Summer 2016 |
| **Name of lecturer(s):** | Cynthia Vannucci, Ph.D., CHME, CHSP, CMP, CHE. (examiner, professor, lecturer, supervisor, tutor) |
| **Prerequisites and co‑requisites:** | none |
| **Recommended optional programme components:** | none |
| **Work placement:** | none |

**Aims of the course:**

This course will address the organization and production of international corporate business meetings, seminars, incentive trips and customer events using innovative and cost-effective programs that address changing business needs. It will cover a number of international issues including organizing and hosting international events, managing finances internationally, cultural considerations, international contracting, marketing and legalities, exhibiting abroad, traveling overseas, and safety and security.

**Learning outcomes and competences:**

Upon successful completion of this course, students will:

1. Understand the fundamentals of international event and meeting planning.
2. Develop an international event, budget and understand its elements, including Value Added Tax (VAT) and currency fluctuations.
3. Identify the basic steps in selecting an overseas site and venue
4. Understand integrated marketing strategies and integration of marketing/promotion plan.
5. Define and understand the roles of Professional Convention Organizers’ (PCO), CVB’s, suppliers, third party vendors and national tourism bureaus.
6. Understand the legal (contracting) and ethical responsibilities of an international meeting and event planner.
7. Identify cultural considerations and address international protocol.
8. Discuss the unique elements of exhibiting internationally.
9. Discuss traveling abroad and the safety and security needs.
10. Identify international professional associations and resources for planners

**Course contents:**

1. Review Syllabus, Discuss “Teach to Learn” assignments (lectures: 1, seminars: 0)
2. Assign Chapters & Presentation Teams, Discuss Excursion schedule of events and objectives (lectures: 1, seminars: 1)
3. Discuss Final project requirements and objectives, Review portfolio grading rubric (lectures: 1, seminars: 1)
4. Chapter 3 – Lecture: Destination Assessment and Destination Selection Criteria, establishing a resource network. Student Presentations, Interactive Activities: Looking closely at hotel and meeting facilities. Quiz (lectures: 1, seminars: 2)
5. Chapter 4 – Lecture: Organizing and Hosting International Events, Student Presentations, Interactive Activities: Program Content and Policies, Quiz (lectures: 1, seminars: 2)
6. Chapter 5 – Lecture: Managing Currency and Finances; budgeting, currency strategies and financial planning. Student Presentations, Interactive Activities: Planning Guidelines. Quiz (lectures: 1, seminars: 2)
7. Mark Luxury Hotel Business Site Visit (lectures: 2, seminars: 0)
8. Chapter 6 – Lecture: Program Planning and Development; Language considerations and speaker selection. Student Presentations, Interactive Activities: Meeting environment and staging. Quiz (lectures: 1, seminars: 2)
9. Chapter 7 – Lecture: Cultural Considerations, Developing cultural competence. Student Presentations, Interactive Activities; General language considerations and protocol for international meetings. Quiz (lectures: 1, seminars: 2)
10. American Embassy Business Visit (lectures: 2, seminars: 0)
11. Chapter 8 – Lecture: Marketing the Event, Marketing strategies and marketing partners. Student Presentations, Interactive Activities: The key points of putting together a marketing timetable. Quiz (lectures: 1, seminars: 2)
12. Chapter 9 – Lecture: International Contracts and Legalities, Student Presentations, Interactive Activities: Reviewing the contracts and considering local law enforcement. Quiz (lectures: 1, seminars: 2)
13. Review Portfolio rubric prior to Vienna travel (lectures: 1, seminars: 1)
14. Four Seasons Business Site Visit (lectures: 2, seminars: 0)
15. Hosted dinner at hotel and PCO Presentation: Marketing the meeting for an international audience (lectures: 2, seminars: 0)
16. Scheduled tour of Vienna Convention Center and class requirements (lectures: 2, seminars: 0)
17. Chapter 11 – Lecture: Exhibiting Abroad, outlining the exhibit prospectus. Student Presentations, Interactive Activities: Planning considerations and what to expect on site. Quiz (lectures: 1, seminars: 2)
18. Chapter 12 – Lecture: On-Site Operations and meeting logistics, pulling it all off. Student Presentations, Interactive Activities: Media relations and staff meetings. Quiz (lectures: 1, seminars: 2)
19. Chapter 13 – Lecture: Preparing for Travel Abroad, including passports and visa, shipping materials and getting things through customs. Student Presentations, Interactive Activities: in today’s world, managing travel security. Quiz (lectures: 1, seminars: 1)
20. Chapter 14 – Lecture: Safety and Security, Student Presentations, Interactive Activities: Risk management analysis and special security issues. Quiz (lectures: 1, seminars: 1)
21. Review for Final Exam (lectures: 0, seminars: 2)
22. Portfolio Review and final overview (lectures: 1, seminars: 1)

|  |  |
| --- | --- |
| **Learning activities, teaching methods and workload (hours):** | |
| **Type of teaching method** | **Daily attendance** |
| Participation in lectures | 26 h |
| Preparation for lectures | 13 h |
| Attendance at seminars/workshops/tutorials | 26 h |
| Preparation for seminars/workshops/tutorials | 13 h |
| Preparation of term paper | 20 h |
| Preparation of presentation | 30 h |
| Preparation for final test | 15 h |
| Visits to businesses and visit write-ups | 13 h |
| Pre-departure assignments | 26 h |
| **Total** | **182 h** |

|  |  |
| --- | --- |
| **Assessment methods and criteria:** | |
| **Requirement type** | **Daily attendance** |
| Term paper | 20 % |
| Presentation | 40 % |
| Final test | 30 % |
| Activity on seminars, homework | 10 % |
| **Total** | **100 %** |

|  |  |  |
| --- | --- | --- |
| **Assessment:** | | |
| Graded courses | |
| 1 | Excellent (90 ‑ 100%) |
| 2 | Very good (75 ‑ 89%) |
| 3 | Good (60 ‑ 74%) |
| 4 | Insufficient (0 ‑ 59%) |

|  |  |
| --- | --- |
| Ungraded courses | |
| P | Passed |
| NP | Not Passed |

**Special requirements and details:**

There will be a lecture and interactive activity each class session. Student presentations over chapter reading. Group quiz over each chapter. Individual portfolio research based on Vienna Case study. Internet research may be needed for this class.

Requirements for written work for Portfolio:

You are the meeting planner for the North American Society of Schnitzel Lovers (HASSL), a regional arm of the ISSL. A delegation of 100 US members and guests will be attending the congress in Vienna and you are charged with the organization of their activities during the conference. Specifically, you must:

* Identify a suitable hotel in Vienna for the US delegation.
* Organize a welcome reception and dinner at the hotel for the US delegation.
* Organize a full day business meeting for the 60 US member delegates on the day before the congress begins.
* Choose a location, either in the hotel or somewhere off site and organize a gala evening function for the 100 US delegates and their guests, PLUSs 50 VIP invitees from the other regional delegations (Europe, Asia-Pacific, Latin America, Middle East/Africa) – Total: 150 participants. This function must follow the overall theme of the International Congress – “Wienerschnitzel Wonderland” and include the following:
* Cocktail Reception
* Dinner
* Music/Entertainment

The full case study for this event will be distributed in class.

**Reading:**

RQ: Global Meetings and Exhibitions by Carol Krugman, CMP, CMM and Rudy R. Write, CMP, ISBN: 9780471699408 or 0471-69940-3

RQ: Carey, Tony, CMM, ed., Professional Meeting Management – A European Handbook, Meeting Professionals International

RQ: Wright, Rudy R., CMP, The Meeting Spectrum: An Advanced Guide for Meeting Professionals, San Diego, CA: Rockwood Enterprises 2005

RE: The Convention Industry Council Manual, 7th ed., Convention Industry Council, Fairfax, VA, 2004

RE: Professional Meeting Management, Professional Convention Management Association, Chicago, 2003

RQ: Schaumann, Pat, CMP, CSEP, DMCP, The Guide to Successful Destination Management, John Wiley & Sons, New York, 2005

RQ: Pachter, Barbara and Marjorie Brody, Prentice-Hall Complete Business Etiquette Handbook, Prentice-Hall, Englewood Cliffs, NJ, 1995

RQ required  
RE recommended