Course title and number: HRT 2070 – Introduction to Conventions

Day/Time/Place of class meeting: Tuesday and Thursday
11:00am – 12:15pm
Kirschman Hall 225

Instructor’s Name: David Pearlman PhD., CHE
Office: Kirschman Hall 451
Phone: 504-280-6962
Email: dpearlma@uno.edu (the best way to contact me)
Office Hours: Fall 2015

Monday – none
Tuesday – 10:00 am – 11:00 am and 12:30 pm – 1:30 pm
Wednesday – noon – 2:00 pm
Thursday – 12:30 pm – 5:30 pm
Friday – none

If these times do not work for you, just contact me to schedule an appointment.

Course Description:
The course serves as an introduction to the segment of the hospitality industry dealing with meetings, conventions, events, and incentive travel. The course provides a survey of the industry players; national associations; career opportunities; the wants and needs of the attendee as well as sponsors and organizers.

Student Learning Outcomes:
• To learn the Fundamentals of Meetings, Incentive Travel, Conventions, and Exhibitions
• To know the common Decision Factors used in selecting a location
• To know how to conduct a Destination Assessment
• Learn the processes involved in Organizing and Hosting International Events
• Understand the importance of Managing Currency and Finances
• Learn the steps involved in Program Planning and Development
• Become aware of Cultural Considerations within the meetings industry
• Understand what is involved in Marketing the Event
• Become aware of International Contracts and Legal issues within the meetings industry
• Know what is involved when implementing the Meeting Plan
• Know what is involved when exhibiting Abroad including On-Site Operations and preparing For Travel Abroad
• Know about Safety and Security issues within the meetings industry
• Learn about trends involving Event Technology

Course Prerequisite: None
My Philosophy of Teaching:

I have five major goals as a teacher:
1) to get students to think
2) to empower students to believe in their abilities
3) to instilled in students the personal responsibility to succeed in school and in life
4) to facilitate in student success in whatever they choose to pursue
5) to teach students how to effectively communicate their knowledge and beliefs both verbally and in writing

I feel that if students feel empowered and able to communicate their thoughts they should develop faith in their beliefs and convictions, which is necessary for development and growth that, in turn, leads to success and accomplishment.

I feel that learning can and should be fun and that there are many ways of teaching a subject with no single approach appealing to all audiences. I get to know the student’s needs and wants as well as how they would like it delivered, which results in Targeted Education. I feel that the pleasures in learning and in teaching are the common ground necessary to sustain effective teaching. My one-on-one interactions with students expand my knowledge and perspective; and thus enable me to keep alive the desire to learn and the will to make learning relevant.

I feel that good teachers are enthusiastic, energetic, approachable, open, concerned, and imaginative; and above all, I believe teachers must have a good sense of humor and be fair, which are personality traits that I constantly strive to possess. I believe that good educators are masters of a subject; they can synthesize and present clearly information by pointing out relationships and personal importance compelling students to be truly interested.

Required Text or Readings:

Correct APA Formatted Reference for our Textbook:

The library has been able to make available an electronic version of your textbook for FREE. All you have to do is click on the link http://goo.gl/S0CVlf.

When you click on the link, it will ask you to login as a guest. If you are off campus, you will have to login with their student id number (followed by 00) and their PIN............then they will get the EBL page that requires them to click on “Log in as a guest.” However, at this point, you should be able to download this book for future use.

Learning Resources:
Additional readings may be handed out in class throughout the semester or posted on MOODLE (http://www.uno.edu/moodle/MoodleHome.aspx ) USE THE FIREFOX WEB BROWSER not INTERNET EXPLORER FOR BEST RESULT. Students are expected to read these materials by the dates listed within the calendar.

The course website on MOODLE will include essential instructional materials so students are expected to check and read the posted instructions and information on a regular basis -- AT LEAST ONCE EVERY TWO DAYS -- ESPECIALLY SUNDAY EVENINGS.

- Course syllabus, student information form, APA writing guidelines are posted under “course information.”
- All assignments are posted under “course assignments.” In addition, student examples are also provided. They are not meant to represent “A” or excellent work, but are provided to you as a guide.
- All quizzes are posted under “Quizzes/Exams.”
- All readings and chapter PPT are posted under “course documents.”
- Extra information/readings related to the class topic (added, just in case you wanted to learn more, lol) are posted under “Industry Sample Documents.”
I HAVE MANY IN-CLASS ACTIVITIES THAT WILL REQUIRE YOUR TEXTBOOK or READINGS, SO BRING IT TO CLASS EVER TIME SO THAT YOU WILL BE ABLE TO PARTICIPATE – EASY In-class participation points.

Equipment And Software Required:
Moodle is used as part of the instructional delivery; therefore, students will need Internet access in order to succeed in the course. For the minimum requirements, see http://www.uno.edu/DL/students.htm cable or DSL connection to the Internet are recommended. Moodle also works best using the Mozilla Firefox web browser.

Topic Areas:
1) Fundamentals of Meetings, Conventions, and Exhibitions.
2) Deciding Factors.
3) Destination Assessment.
4) Organizing and Hosting International Events.
5) Managing Currency and Finances.
6) Program Planning and Development.
7) Cultural Consideration.
8) Marketing the Event.
9) International Contracts and Legalities.
10) Implementing the Meeting Plan.
11) Global Exhibitions.
12) On-Site Operations.
13) Preparing for Travel Abroad.
14) Safety and Security.
15) Event Technology.

Assessment & Grading:

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments/Exams</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, September 3, 2015</td>
<td>In-Class - Meeting Objectives Re-write</td>
<td>10</td>
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<td>In-Class - 5 W's of Meeting Profile</td>
<td>10</td>
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<tr>
<td>Tuesday, September 29, 2015</td>
<td>In-Class - Sponsorships and Partnerships</td>
<td>10</td>
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<tr>
<td>Thursday, October 8, 2015</td>
<td>Midterm Exam Ch. 1 - 7</td>
<td>100</td>
</tr>
<tr>
<td>Tuesday, October 20, 2015</td>
<td>In-Class - Marketing Flyer Redo</td>
<td>10</td>
</tr>
<tr>
<td>Thursday, November 5, 2015</td>
<td>In-Class - Resolving Problems</td>
<td>10</td>
</tr>
<tr>
<td>Tuesday, November 10, 2015</td>
<td>Assignment Due (Observation)</td>
<td>150</td>
</tr>
<tr>
<td>Thursday, December 3, 2015</td>
<td>In-Class - Personal SWOT</td>
<td>20</td>
</tr>
<tr>
<td>Tuesday, December 8, 2015</td>
<td>Final Exam</td>
<td>100</td>
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<td></td>
<td>Quizzes (12 @10 pts.)</td>
<td>120</td>
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<td></td>
<td>Attendance and Participation</td>
<td>100</td>
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<td></td>
<td><strong>Total Points</strong></td>
<td><strong>640</strong></td>
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Your final grade is based on the following scale:

A = 90% to 100%
B = 80% to 89.99%
C = 70% to 79.99%
D = 60% to 69.99%
F = 0 to 59.99%
Attendance Policy:
I feel that you need to be in class to understand the course material and to learn about the MICE industry. There are several in-class learning activities that will help you understand the course objectives which cannot be made-up if you are absent from class; therefore, no exceptions. Attendance will be taken at each class and is worth up to 100 points of your final grade. For each absence, you will have points deducted from this total.

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<thead>
<tr>
<th>Absences</th>
<th>Points Deducted</th>
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<tbody>
<tr>
<td>0-2</td>
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<tr>
<td>3</td>
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<td>7</td>
<td>80</td>
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<td>8</td>
<td>100</td>
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</tbody>
</table>

For guest speakers or a class trip, if you are more than 5-minutes late, it is the same as an absence and if you leave early, it will count the same as an absence.

Learning is a two-way street. You get out of it, what YOU put into it.
Please, come to class prepared. Always come having read the materials assigned. Please bring the chapter PPT to class if you like to use them for notes. We will seldom repeat the readings in class, the lectures compliment and do not duplicate the reading; therefore, without having done the reading you find it increasingly difficult to understand the material and/or derive the full benefit of class sessions.

In-class Activities:
There will be a number of instructional activities to help your learning process throughout the semester. Some of these activities may include case studies, small-group brainstorming and discussions on relevant topics, secret-shopper activities, analysis of industry related reports/news, etc. There are NO make-ups for in-class activities. Information on how to prepare for these activities will be provided in advance. For some activities, students will work in teams.

Come to class prepared. Always come having read the assigned readings. We will seldom repeat the readings in class; thus, without having done the reading you find it increasingly difficult to understand and/or derive the full benefit of class sessions.

I have many in-class activities that will require your textbook, so bring it to class every time so that you will be able to participate – easy points.

As a seminar class, attendance and punctuality are crucial for student success. Excessive absences and tardiness will affect your grade (see attendance points policy). Attendance will be taken in class for administrative purposes only. Students are expected to arrive in class on time.

This class will have guest speakers and it will cost you points if you miss them. You will be given notice of the dates that they will be in class; however, changes may occur.

Examination Requirements:
Exams: There will be a midterm and a final exam. Examination dates will be announced in advance in class, but it is the responsibility of the student to note the exam dates and times provided in the syllabus. Unless there are extenuating circumstances (that are properly documented), there are NO make-ups for exams missed.

Quizzes: There will be 15 quizzes throughout the semester. Each quiz will consist of questions from materials covered from the textbook, class-notes, and other pertaining resources. The quizzes will be administered via Moodle. The students are responsible for having reliable Internet access to take the quizzes. Quizzes will be due throughout the term and are listed on the course calendar. Students can retake each quiz up to three (3) times until they achieve a desired score. At the end of the term, three (3) of the lowest scores will be dropped. Absolutely NO exceptions will be made regarding the unlocking of closed quizzes. Please plan and complete your quizzes prior to the time they are scheduled to shut down. Quizzes should be printed out when completed and saved for the midterm and final exams.
Writing Skills:
Because effective writing skills are important to any profession attention will be paid to the actual writing components of your papers. All written work is to be professional, with attention paid to elements such as structure, clarity, grammar, and spelling. This class will follow APA writing and formatting guidelines, which are found within the course information section of Moodle. Due to its importance in all writing, you should give yourself time and opportunities to revise your work. If you know that writing is not your strongest, please see the UNO writing center http://www.uno.edu/lrc/writingcenter/index.aspx.

Writing Assignment Guidelines:
Two documents will assist students in written assignments for this class and are available in the Course Document section of the Moodle website for the class. “Constructing Outlines” is the first document and should be used to formulate a proper outline for your assignment and the second document is titled “APA mini-reference guide” and is a condensed version of the APA style requirements for citing references and sources that have been used in the written assignment.

Assignment Submission:
- All assignments are to be turned into the professor at the beginning of class on the date assigned.
- All assignments will be STAPLED IN THE TOP LEFT CORNER.
- All assignments will have your full name (as per WebSTAR) on them.
- All assignments will follow the instruction guidelines provided.
- All assignment will include complete referencing using APA formatting.
- If late assignments are accepted, they will have points deducted, no exceptions
- PLEASE FOLLOW DIRECTIONS and ASK QUESTIONS IF NOT CLEAR, better safe than sorry.

Late Assignment Policy:
Assignments are due at the beginning of class on the dates noted in the syllabus and class schedule. Dates will be included in this document however; they are subject to change based on the pacing of the class and guest speakers. Late assignments, if accepted, will have points deducted.

No one will be excused from taking exams or handing in assignments at the times scheduled without PRIOR permission of the instructor or a doctor’s excuse. It is your responsibility to email me if you do not speak with me directly.

- Individuals who miss lectures are expected to arrange with fellow students to obtain material presented. The instructor’s lecture notes will not be duplicated for make-up purposes.
- PLEASE do not call or email and ask me what you missed or “did I miss anything that was important” it is all-important; therefore it is your choice to attend class or not.

Academic Integrity Policy:
Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at http://www.studentaffairs.uno.edu.

Statement of Accommodations for Students with Disabilities:
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to http://www.ods.uno.edu.

Sexual Harassment Policy:
Purpose: To reaffirm the University’s policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the
individuals involved and the University.

**General Policy:** Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University’s policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures, which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible. The University’s Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

**Harassment and Discrimination Policy:**
The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

**Communications & Expectations:**
When communicating with the professor via email or voicemail, students should do the following:

- I expect you to have the chapter readings done prior to class.
- I expect you to bring the PPT notes to class prior to our discussion.
- I expect you to bring your textbook to each class.
- I expect you to be prepared to discuss the contents of each class topic.
- I expect you to be in class on time.
- I expect you to accept responsibility for your education/learning.
- When sending emails, IN THE SUBJECT LINE, please enter the course number/section and a short title (i.e. HRT 2070-001 question about Assignment #1)
- When calling, please state your FULL NAME AND YOUR TELEPHONE NUMBER CLEARLY and SLOWLY, so that I may return your call.
- Please understand that it may take me a couple of days (2) to return your email or voicemail.

**Classroom Conduct:**

- Be in class on time. Please do not come five, ten, or twenty minutes late. Distracting interruptions are inconsiderate, disrespectful, and time wasting. There is no excuse for repeatedly arriving late. Parking is often a hassle; allow enough time for it.
- Cell phones should be turned off before class begins. In addition, I would appreciate you not texting constantly in class.
- Feel free to ask questions of the instructor during class. However, please do not ask other students, as talking disturbs my concentration and the concentration of other class members.
- Students are expected to treat faculty and fellow students with respect. Any actions that purposefully and maliciously distract the class from the work at hand will not be allowed.
- Civility in the classroom and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected.
## Tentative Class Schedule:

**HRT 2070.001 – INTRO TO CONVENTIONS**  
**Fall Semester 2015**

### CLASS:  
Tuesday and Thursday 11:00AM – 12:15PM  
**INSTRUCTOR:** Dr. David Pearlman  
**CLASSROOM:** Kirschman Hall 226

<table>
<thead>
<tr>
<th>Date</th>
<th>Events/Issues</th>
<th>Readings</th>
<th>Assignments/Exams</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Wednesday, August 19, 2015</td>
<td>Regular classes begin.</td>
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<tr>
<td>Thursday, August 20, 2015</td>
<td>CLASSES BEGIN/Class Orientation</td>
<td>Chapter 1. Fundamentals of Meetings, Conventions and Exhibitions</td>
<td>In-Class - Meeting Objectives Re-write</td>
<td>10</td>
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<tr>
<td>Tuesday, August 25, 2015</td>
<td>Intro to MICE</td>
<td>Chapter 1 cont.; also see Appendix 1: Major Meeting Industry Associations and Organizations.</td>
<td>In-Class - 5 W’s of Meeting Profile</td>
<td>10</td>
</tr>
<tr>
<td>Thursday, August 27, 2015</td>
<td>Sources of information, trade associations, websites (data reliability)</td>
<td>Chapter 2. Deciding Factors; also, Goals, Objectives, and Objectives</td>
<td>In-Class - Meeting Objectives Re-write</td>
<td>10</td>
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<tr>
<td>Tuesday, September 1, 2015</td>
<td>Location Decision Making</td>
<td></td>
<td>In-Class - Meeting Objectives Re-write</td>
<td>10</td>
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<tr>
<td>Thursday, September 3, 2015</td>
<td>Meeting Goals and Objectives</td>
<td></td>
<td>In-Class - Meeting Objectives Re-write</td>
<td>10</td>
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<tr>
<td>Tuesday, September 8, 2015</td>
<td>TBA Guest Speaker (CVB)</td>
<td>Chapter 3. Destination Assessment.</td>
<td>In-Class - Sponsorships and Partnerships</td>
<td>10</td>
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<td>Thursday, September 10, 2015</td>
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<td>Tuesday, September 15, 2015</td>
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<td>Thursday, September 17, 2015</td>
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<td>Tuesday, September 22, 2015</td>
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<td>Thursday, September 24, 2015</td>
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<tr>
<td>Tuesday, September 29, 2015</td>
<td>Sponsorships/Partnerships</td>
<td></td>
<td>In-Class - Sponsorships and Partnerships</td>
<td>10</td>
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<td>Thursday, October 1, 2015</td>
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<td>Tuesday, October 6, 2015</td>
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<td>Thursday, October 8, 2015</td>
<td>Midterm Exam</td>
<td>Midterm Exam</td>
<td>Midterm Exam Ch. 1 - 7</td>
<td>100</td>
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<td>Tuesday, October 13, 2015</td>
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<tr>
<td>Thursday, October 15, 2015</td>
<td>Mid-semester break</td>
<td>Mid-semester break</td>
<td>Mid-semester break</td>
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<tr>
<td>Tuesday, October 20, 2015</td>
<td>Marketing the Event</td>
<td>Chapter 8. Marketing the Event</td>
<td>In-Class - Marketing Flyer Redo</td>
<td>10</td>
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<tr>
<td>Thursday, October 22, 2015</td>
<td>TBA Guest Speaker (Event Marketing)</td>
<td>Chapter 8. Marketing the Event</td>
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<td>Tuesday, October 27, 2015</td>
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<td>In-Class - Marketing Flyer Redo</td>
<td>10</td>
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<td>Tuesday, November 3, 2015</td>
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<tr>
<td>Thursday, November 5, 2015</td>
<td>Problems will Occur</td>
<td>Chapter 10. Implementing the Meeting Plan.</td>
<td>In-Class - Resolving Problems</td>
<td>10</td>
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<td>Tuesday, November 10, 2015</td>
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<td>Assignment Due (Observation)</td>
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<td>Thursday, November 12, 2015</td>
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<td>Tuesday, November 17, 2015</td>
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<td>Thursday, November 19, 2015</td>
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<tr>
<td>Tuesday, November 24, 2015</td>
<td>TBA Guest Speaker (WEDDING PLANNER)</td>
<td>Chapter 14. Safety and Security.</td>
<td>In-Class - Personal SWOT</td>
<td>20</td>
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<tr>
<td>Thursday, November 26, 2015</td>
<td>Thanksgiving Holidays</td>
<td>Chapter 15. Event Technology.</td>
<td>Final Exam</td>
<td>100</td>
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<td>Tuesday, December 1, 2015</td>
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<td></td>
<td>Quizzes (12 @10 pts.)</td>
<td>120</td>
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<tr>
<td>Thursday, December 3, 2015</td>
<td>Last day of classes.</td>
<td></td>
<td>Attendance and Participation</td>
<td>100</td>
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<tr>
<td>Tuesday, December 8, 2015</td>
<td>2070 Final Exam (10:00-noon)</td>
<td>2071 Final Exam (10:00-noon)</td>
<td>Total Points</td>
<td>640</td>
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