

The Hong Kong Polytechnic University

Subject Code	HTM3215
Subject Title	Meeting Management
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	The overall objective is to provide students with an understanding of the convention and meeting industry in general, and the specific skills and steps required in planning, organizing and managing innovative meetings and conventions in particular. The subject will develop students' awareness of the importance of the meeting and convention industry at both national and international level, their understanding of the infrastructure and the functions of key players in the industry, and the elements and processes of meeting management and the theoretical concepts and principles underlying them.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional Students will be able to <i>explain and evaluate</i> various knowledge and concepts of meeting management applicable to the hospitality industry.</p> <p>B. Critical Thinkers Students will be able to <i>analyze and critique</i> existing and proposed meetings.</p> <p>C. Innovative Problem Solvers Students will also be able to display <i>creative and analytical skills</i> in managing meeting assignments.</p> <p>D. Effective Communicators Student will be able to <i>communicate and react</i> proactively to the stakeholders in the hospitality industry in the area of meeting management.</p> <p>E. Lifelong Learners Student will be able to <i>apply</i> knowledge/concepts of meeting management to real world situations in individual and team-based work.</p> <p>F. Ethical Leaders Students will be able to <i>justify</i> solutions to inherent problems.</p> <p>G. Socially Responsible Global Citizen Students will be able to understand different cultures and social development needs in the local, national and global contexts.</p>

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject (Subject to regular update)</p> <ol style="list-style-type: none"> 1. Introduction to the Industry Historical perspective, current size and scope of the industry, overview of individual sectors and key players 2. Role of the Meeting Manager Types of meeting managers, skill requirements and responsibilities 3. Meeting Management Process Elements of the meeting management process, overall structure and timelines, national versus international meeting management considerations 4. Site Selection Site selection criteria, relevance of site selection factors to different clients, site selection decision-making process 5. Budgeting, Negotiation, and Contracts Budget items, budget preparation, negotiation strategies and contract clauses. 6. Program Design Sequence of program elements, creative social programs, selection of speakers. 7. Marketing and Promotion Marketing objectives; promotion plan, budget, tools and strategies 8. Registration 9. On-site Logistics and Post-meeting Evaluation On-line registration, on-site management 10. Future Trends Impact of business, social, technological and political trends on meeting management
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