

The Hong Kong Polytechnic University

Subject Code	HTM4314
Subject Title	Convention Sales and Service
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>This subject focuses on the hotel and other convention venue perspective of the convention and event industry. It addresses how to understand the needs, sell, and service different kinds of meetings and conventions, the types of organizations that stage such events, the people who hold the key to the decision on site selection, and what is needed to successfully service meetings and conventions. The course is divided into three parts. The first part will concentrate on hotel convention sales and sales management, the second part will deal with the hotel sales process, and the third will deal with the convention service or event management operation of a hotel or other convention venue.</p>
Intended Learning Outcomes	<p>A. Competent Professionals Students will be able to do the following:</p> <ul style="list-style-type: none"> • Demonstrate specialized technical knowledge and managerial knowledge in sales and service through the study of sales management systems and account management processes. • Understand and be able to apply the skills, knowledge and abilities for sales and/or convention service position in a hotel or convention venue through lectures, industry interviews and experiential learning in the Hotel Icon. • Understand the role and nature of individual and group dynamics that exist within organizations through learning about the various sales management and convention service operations in hotels. • Show/take initiative in activities by scheduling an interview with a sales or convention service professional for a project. <p>B. Creative Problem Solvers Students will be able to do the following:</p> <ul style="list-style-type: none"> • Demonstrate independent thinking to generate and evaluate ideas through role-plays and case studies in sales and convention service. • Draw on a wide range of resources in making judgments by learning the various technical tools and reports used in the sales operations of a hotel to evaluate future business.

	<p>C. Effective Communicators</p> <p>Student will be able to do the following:</p> <ul style="list-style-type: none"> • Use a wide range of routine and some advanced skills in using IT applications, and evaluate new technologies as they emerge through demonstrations of various software programs and systems used in sales and convention service operations. • Use a wide range of routine and some advanced skills in making presentations both from group presentations of sales or convention service professionals and/or through role-plays and case studies • Accept responsibility and accountability for one’s own output as the result of working on an interview project with a sales or convention service professional. • Accept some responsibility for the output of others by working as a team member in completing the sales or convention service professional interview <p>D. Educated Global Citizens Student will be able to do the following:</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analyzing market segments from customers all over the world. • Recognize and identify ethical issues through an understanding of the role of a sales person in representing a hotel and the work of the convention service department in communicating with the customer.
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Introduction to Hotel and Convention Venue Sales & Service b. Marketing to Conventions and Events c. Suppliers in the Convention and Events Market d. Organization of the Hotel and Convention Venue Sales Department e. Account Management and Sales Force Automation f. Hotel Icon Sales Shadow Week g. Selling to the Convention and Event Market – Decision Process & Customer Needs h. Customer Focused/Collaborative Selling Process i. Negotiations and Contracts j. Pricing and Group Opportunity Analysis k. Introduction to Convention Service l. Pre-Convention Meetings, Event Specification Guides (ESG), Function Rooms and Meeting Set-ups m. Outside Contractors & Other Services n. Day in the Life of Hotel Icon Convention or Event (usage of video and/or live feeds of a current convention or event at the hotel)