

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	HTM3215
<b>Subject Title</b>	Meeting Management
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<p>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.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b> 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>B. Critical Thinkers</b> Students will be able to <i>analyze and critique</i> existing and proposed meetings.</p> <p><b>C. Effective Communicators</b> 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><b>D. Innovative Problem Solvers</b> Students will also be able to display <i>creative and analytical skills</i> in managing meeting assignments.</p> <p><b>E. Lifelong Learners</b> 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><b>F. Ethical Leaders</b> Students will be able to <i>justify</i> solutions to inherent problems.</p>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p><b>Key topics to be addressed in this subject (Subject to regular update)</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to the Industry</b> Historical perspective, current size and scope of the industry, overview of individual sectors and key players</li> <li><b>2. Role of the Meeting Manager</b> Types of meeting managers, skill requirements and responsibilities</li> <li><b>3. Meeting Management Process</b> Elements of the meeting management process, overall structure and timelines, national versus international meeting management considerations</li> <li><b>4. Site Selection</b> Site selection criteria, relevance of site selection factors to different clients, site selection decision-making process</li> <li><b>5. Budgeting, Negotiation, and Contracts</b> Budget items, budget preparation, negotiation strategies and contract clauses.</li> <li><b>6. Program Design</b> Sequence of program elements, creative social programs, selection of speakers.</li> <li><b>7. Marketing and Promotion</b> Marketing objectives; promotion plan, budget, tools and strategies</li> <li><b>8. Registration</b></li> <li><b>9. On-site Logistics and Post-meeting Evaluation</b> On-line registration, on-site management</li> <li><b>10. Future Trends</b> Impact of business, social, technological and political trends on meeting management</li> </ol>
<p><b>Teaching/Learning Methodology</b></p>	<ol style="list-style-type: none"> <li>1. <b>Interactive lectures</b> will be given with class discussions and illustrations of real world case as examples.</li> <li>2. <b>Tutorials</b> will be conducted by directing students to guided readings and current issues. Problems will be raised for group discussions in the tutorials.</li> <li>3. <b>Group Project</b> will be developed by small groups of students. Students are required to prepare a meeting plan and report on management issues. Team members have to submit both a written report to demonstrate their understanding.</li> <li>4. <b>Guest speaker(s)</b> would be invited to give lectures/seminars on specific issues related to meeting management in order to enhance students' understanding of the theories learnt and their applications.</li> <li>5. <b>Field trip</b> may be used to allow students to have an appreciation of</li> </ol>

	tourism business operation and relate it to relevant theories studied in the classroom. ( <i>Teaching Hotel with different room and set-up</i> )							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			A	B	C	D	E	F
	Class Participation	15%	√	√		√	√	√
	Group Project	25%	√	√		√	√	√
	Mid- Term Test (Individual)	20%	√			√	√	√
	Final Exam (Individual)	40%	√	√			√	√
	<b>Total</b>	100 %						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The continuous assessment component comprises of a range of assessment methods such as a written individual assignment, a written group project and a project presentation.</p> <p>A <b>mid-term test</b> is used to assess students' understanding of key terms and processes related to meeting management.</p> <p>A <b>Group Project</b> comprising a written project report will assess students' understanding of the topic, power of critical thinking and creativity in their report and presentation. Their ability to answer enquiries from peers and teacher will also be assessed.</p> <p>An <b>examination</b> will be employed to test the students' understanding of the knowledge of meeting management approaches and their ability in answering applied problems relating to meeting management.</p>								
<b>Student Study Effort Expected</b>	Class contact:							
	▪ Lecture		52 Hrs.					
	▪ Tutorial		13 Hrs.					
	Other student study effort:							

	<ul style="list-style-type: none"> <li>▪ Group Project</li> </ul>	25 Hrs.
	<ul style="list-style-type: none"> <li>▪ Self-study (Exam)</li> </ul>	25 Hrs.
	Total student study effort	115 Hrs.
<b>Reading List and References</b>	<p><b>Reading Materials</b></p> <p><b>Textbook</b></p> <p>Professional Convention Management Association (2006). <i>Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events</i>. 5<sup>th</sup> Ed., Iowa: Kendall/Hunt Publishing Company.</p> <p>Fenich, G.G. (2015). <i>Planning and Management of Meetings, Expositions, Events and Conventions</i>. Pearson. New Jersey</p> <p><b>Additional Reading</b></p> <ul style="list-style-type: none"> <li>• Fenich, G.G. (2012). <i>Meetings, Expositions, Events and Conventions: An Introduction to the Industry</i>. 3<sup>rd</sup> Edition, Upper Saddle River, NJ: Pearson.</li> <li>• McCabe, V. (2002). <i>The business and management of conventions</i>. Milton, Qld., Wiley &amp; Sons.</li> <li>• Rogers, T. (2013). <i>Conferences and Conventions: A Global Industry</i>. 3<sup>rd</sup> Ed. Oxford: Butterworth-Heinemann.</li> </ul> <p><b>Relevant Journals</b></p> <p>Crouch, Geoffrey I., and Louviere, Jordan J. (2004). The determinants of convention site selection: a logistic choice model from experimental data. <i>Journal of Travel Research</i> 43:118-130.</p> <p>DiPietro, Robin B., Breiter, Deborah, Rompf, Paul and Godlewska, Marta. (2008). An exploratory study of differences among meeting and exhibition planners in their destination selection criteria. <i>Journal of Convention and Event Tourism</i> 9(4): 258-276</p> <p>Weber, K. (Ed.) (2005). Contemporary Issues in Convention &amp; Exhibition Management. <i>Journal of Convention &amp; Event Tourism</i> 7(1).</p> <p>Weber, K. &amp; Ladkin, A. (2011). Career Identity and its Relation to Career Anchors and Career Satisfaction: The Case of Convention &amp; Exhibition Industry Professionals in Asia. <i>Asia Pacific Journal of Tourism Research</i>. 16 (2): 167-182.</p> <p>Yoo, J. &amp; Weber, K. (2005). Progress in Convention Tourism Research. <i>Journal of Hospitality and Tourism Research</i>. 29 (2): 194-222.</p>	