

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**Master Syllabus**

**BSAD 407**

**The Meeting, Expositions, Events, and Conventions (MEEC) Industry**

**Prepared By: Charles R. Fenner, PhD**

**SCHOOL OF  
BUSINESS AND LIBERAL ARTS  
Spring 209**

- A. **TITLE:** The Meetings, Expositions, Events and Conventions (MEEC) Industry
- B. **COURSE NUMBER:** Special Topics: BSAD 407
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall or Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**

This course presents the scope, components, development and future of the Meetings, Expositions, Events and Conventions (MEEC) industry. Industry structure, specific areas related to foodservice management, exhibitions and events operations, and the techniques and procedures required for producing successful and sustainable events will be covered.

- I. **PRE-REQUISITES/CO-REQUISITES:** BSAD 206 (Introduction to the Hospitality Management or permission of the instructor.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**  
By the end of this course, with full class participation and successful completion of course readings, assignments, and examinations, the student will be able to:

<b>Student Learning Outcomes/Course Objectives</b>	<b>Program SLO</b>	<b>Institutional SLO</b>
1. Describe the characteristics of the major organizers of MEEC gatherings (e.g. corporations, associations, and the government) in terms of organization, type, decision-makers, attendees, marketing efforts, and international aspects.	3. Core Business Knowledge	1. Communication Skills (W) 2. Critical Thinking (IA)
2. Differentiate destination marketing organizations and destination management companies by purpose, ownership, planner services, and organization.	7. Interaction	1. Communication (W) 2. Critical Thinking (IA)
3. Compare and contrast the advantages and disadvantages of major MEEC venues (e.g. hotels,	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)

convention centers, conference centers, cruise ships, and unusual venues.	2. Communication Skills	
4. Create a portfolio (including Event Specification Guides) summarizing the major considerations of event planning in the areas of needs analysis, site selection, lodging, audiovisual, food and beverage, legal, technology, and green meeting/social responsibility.	3. Core Business Knowledge 5. Legal Knowledge 8. Resource Management	1. Communication Skills (W) 2. Critical Thinking (IA)

**K. TEXTS:**

Fenich, G.G. (2016). *Meetings, expositions, events, and conventions: An introduction to the industry* (4<sup>th</sup> ed.). Boston, MA: Prentice Hall. ISBN-13: 9780133815245

**REFERENCES:**

Cerutti, S., & Piva, E. (2015). Religious tourism and event management: An opportunity for local tourism development. *Journal of Religious Tourism and Pilgrimage*, 3(1).

Genich, G., Scott, S., Ogbeide, G., & Hashimoto, K. (2015). What the millennial generation from around the world prefers in their meetings, conventions, and events. *Journal of Convention & Event Tourism*, 15(3), 236-241.

**L. EQUIPMENT: Smart classroom.**

**N. GRADING METHOD: A-F**

**O. MEASUREMENT CRITERIA/METHODS:**

- Exams
- Papers and/or Projects
- Participation

**P. DETAILED COURSE OUTLINE:**

I. Introduction to the MEEC Industry

- a. What is a meeting?
- b. Where MEEC fits into the organizational structure of the hospitality industry
- c. The evolution and maturation of the MEEC industry
- d. Employment in and around the MEEC industry
- e. Future trends

II. Meeting, Exposition, Event and Convention Organizers and Sponsors

- a. Who holds the gatherings?
- b. Entities that help organize gatherings
- c. The future of meetings, organizers, and sponsors

### III. Destination Marketing Organizations (DMOs)

- a. The role and function of DMOs
- b. DMO services for meeting professionals
- c. Future trends

### IV. Meeting and Convention Venues

- a. Hotels
- b. Convention centers
- c. Conference centers
- d. Retreat facilities
- e. Cruise ships
- f. Specific use facilities
- g. Universities and colleges
- h. Unusual venues
- i. Common Issues
- j. Function rooms and set-ups
- k. Future trends

### V. Expositions and Exhibitions

- a. History
- b. Types of expositions and exhibitions
- c. Key players
- d. Planning considerations
- e. Exhibitor perspectives
- f. Future trends

### VI. Service contractors

- a. Definition of the service contractor
- b. Responsibilities of the service contractor
- c. Evolution of service contractors
- d. Organization of a services contracting company
- e. Specialty service contractors
- f. Exhibitor-appointed service contractors
- g. Relationship between service contractors and event organizers

### VII. Destination Management Companies

- a. Definition of Destination Management Company
- b. Destination Management Company services
- c. Destination Management Company vs. Destination Marketing Organization

- d. Business model of destination management companies
- e. Destination Management Company process
- f. Finding and selecting a Destination Management Company
- g. Future trends

#### VIII. Special Events Management

- a. Definition of a Special Event
- b. History
- c. Planning tools
- d. Understanding the target market
- e. Preparing for the Special Event
- f. Special Event budgeting
- g. Special Event breakdown
- h. Future trends

#### IX. Planning and Producing MEEC Gatherings

- a. Setting objectives
- b. Importance of education
- c. Needs analysis
- d. SMART objectives
- e. Site selection
- f. Request for proposal
- g. Budget issues
- h. Cost control
- i. Program implementation
- j. Session scheduling
- k. Refreshment breaks and meal functions
- l. Speaker arrangements
- m. Audiovisual concerns
- n. Registration
- o. Lodging
- p. Event Specification Guides
- q. Pre-and Post-Con meetings
- r. Future trends

#### X. Food and Beverage

- a. Catered events
- b. Style of service
- c. Menus
- d. Food consumption patterns
- e. Menu restrictions, including allergens
- f. Food and beverage attrition
- g. Beverage events
- h. Food and beverage venues
- i. Hospitality suites
- j. Future trends

XI. Legal Issues

- a. Negotiation
- b. Contracts
- c. Risk management
- d. Americans with Disabilities Act
- e. Intellectual property
- f. Labor issues
- g. Ethics
- h. Supplier relations
- i. Future trends

XII. Technology for the Meeting Professional

- a. Before the event, including registrations, payments, and social media marketing
- b. Management and communications
- c. During the event, including e-programs and real-time program evaluations
- d. Post-conference technology applications, including event evaluations and attendee follow-up
- e. Virtual gatherings
- f. Future trends

XIII. Green Meetings and Social Responsibility

- a. How green meetings affect the bottom line
- b. Opportunities to go green
- c. Green meeting standards
- d. Greenwashing
- e. Evaluating green efforts
- f. Going green vs. sustainability
- g. Future trends

XIV. International Aspects of the MEEC Industry

- a. How MEEC varies around the world
- b. International MEEC considerations
- c. Ownership, sponsorship and management models
- d. International meeting and trade fair associations
- e. Trade fair certification
- f. Future trends

XV. Putting It All Together

- a. The Association

- b. Request for Proposal (RFP)
- c. Site inspections
- d. Marketing committee
- e. Program creation
- f. Partnerships
- g. One-year to Six-Month countdown
- h. Six months to day of the meeting
- i. After the meeting

**Q. LABORATORY OUTLINE: NONE**