

# Meeting and Event Management

Program Number: 10-109-6

## Associate in Applied Science Degree

Hospitality Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or  
(800) 322-6282 Ext. 6003

### About the Program

The Meeting and Event Planning Degree program is designed to prepare students for highly responsible positions in the convention, conference and meeting planning industry. Develop negotiation, decision-making, problem-solving and communication skills. Learn about contract law, facilities, financial management and related areas of convention, conference and meeting management.

Major responsibilities of those employed in the meeting and event management industry include:

- On-site Management
- Marketing
- Client and Vendor Relations
- Contracts and Risk Management
- Program Development
- Budgeting
- Coordination of Logistics

Graduates may be employed by: professional associations, corporations, conference centers, hotels, resorts and special event venues.

This program is endorsed by Meeting Professionals International – Wisconsin Chapter, a community of the world's largest professional organization for meeting professionals.

## Curriculum

FIRST YEAR		Credits	Hrs/week Lec-Lab
<b>First Semester</b>			
10-103-133	Excel-Beginning .....	1	0.75-2.25
10-103-137	Word-Beginning .....	1	0.75-2.25
10-103-145	Access-Beginning .....	1	0.75-2.25
10-109-101	Introduction to Tourism Services .....	3	3-0
10-109-102	Fundamentals of Meeting Management .....	3	3-0
10-801-195	Written Communications .....	3	3-0
10-804-123	Math with Business Applications .....	3	3-0
<b>Semester Total</b>		<b>15</b>	

<b>Second Semester</b>			
10-109-104	Program Design and Development* .....	3	3-0
10-109-108	Meetings Industry Budget and Financial Management* .....	2	2-0
10-109-111	Registration and Housing Logistics* .....	2	2-0
10-104-102	Marketing Principles .....	3	3-0
20-810-205	Interpersonal/Small Group Communication <b>OR</b> .....	3	3-0
10-801-196	Oral/Interpersonal Communication .....	(3)	(3-0)
10-802-100	Occupational Spanish/Conversation for Tourism* .....	3	3-0
<b>Semester Total</b>		<b>16</b>	

SECOND YEAR		Credits	Hrs/week Lec-Lab
<b>First Semester</b>			
10-109-109	Special Event Management* .....	3	3-0
10-109-110	Meeting Coordination* .....	3	3-0
10-109-112	Exposition Management* .....	2	2-0
10-109-125	Tourism Management .....	3	3-0
10-809-172	Race, Ethics and Diversity Studies .....	3	3-0
10-809-195	Economics .....	3	3-0
<b>Semester Total</b>		<b>17</b>	

<b>Second Semester</b>			
10-109-113	Risk Management, Negotiations and Legal Issues* .....	3	3-0
10-109-114	Meeting and Event Management Internship* .....	2	0-8
10-109-117	Partnership Development* .....	2	2-0
10-809-197	Contemporary American Society .....	3	3-0
10-809-199	Psych of Human Relations .....	3	3-0
	Elective .....	3	E
<b>Semester Total</b>		<b>16</b>	

\* Courses offered only in semester shown.

## Program Courses

### 10-109-101 Introduction to Tourism Services 3 credits

Introduces new students to the broad spectrum of the leisure services industry. Typical career areas include food service, lodging, travel/tourism, and recreation. The course explores educational options and program career opportunities as well as historical and operational perspectives of the career areas mentioned.

### 10-109-102 Fundamentals of Meeting Management 3 credits

Students explore the core issues of meeting planning from the fundamentals to the new trends shaping the meetings industry. Development of meeting timelines, checklists and request for proposal are introduced. Further focus includes the process meeting planners must use in site selections, the value of meeting objectives and format, and attendee expectations.

### 10-109-104 Program Design and Development 3 credits

The design and development of learning experiences have many implications that meeting planners must incorporate. Students explore adult learning styles and theories as well as develop tools and techniques to ensure the meetings success and a positive return on investment. Identifying the stakeholder objectives and learner outcomes determines the subject matter content, appropriate educational approach and meeting setting. Constructive and well-organized program planning is vital to the successful development of education programs and the meeting outcome.

### 10-109-108 Meetings Industry Budget and Financial Management 2 credits

Establishing a realistic and sound budget is vital to creation of successful meetings. This course examines the steps in developing a meeting budget. Students learn techniques for projecting and managing budgets including per person methodology and break-even analysis. Emphasis is placed on situations oriented to the meeting industry. Prerequisites: 10-103-133 and 10-109-102.

### 10-109-109 Special Event Management 3 credits

Demonstrates professional practices used to create, market, plan and implement incentive programs and special events. Emphasis is on applying creativity to develop events with unique purposes and presentations combining elements such as site selection, décor, lighting, sound, and entertainment as well as food and beverage to reflect the theme of the event. Prerequisite or co-requisite: 10-109-102.

### 10-109-110 Meeting Coordination 3 credits

Provides a solid understanding of the numerous tasks and details involved in developing and coordinating a meeting and/or event. Students explore meeting room design, commonly used audio-visual equipment, the use of speakers, and how effective management of food and beverage impact successful meeting and event planning. Prerequisite: 10-109-102.

### 10-109-111 Registration and Housing Logistics 2 credits

Registration is the first impression that attendees have of your meeting. Careful planning in designing a registration process is critical to setting attendees expectations, perceptions and the tone of the meeting. Meeting participants want and need comfortable and convenient accommodations, to their exact requirements. Creating rooming lists, coordinating the housing logistics, and managing sleeping room blocks to reduce or eliminate attrition are critical success factors for the planner and the meeting. This course enables students to identify and develop tools that allows attendees a seamless meeting experience. Prerequisites: 10-103-133 and 10-109-102.

### 10-109-112 Exposition Management 2 credits

Provides the student with an understanding of the growing role of trade shows as a source of revenue for the sponsor as well as an opportunity for buyers and sellers to interact face-to-face in an educational environment. Building an exposition from the start of the planning process through the close of the show is presented. Students create a request for proposal; identify contractors necessary for producing the show; and learn how to effectively interact and communicate with exhibitors throughout the process. Post-show evaluations to measure results also are explored. Prerequisite: 10-109-102.

### 10-109-113 Risk Management, Negotiations and Legal Issues 3 credits

Includes crisis planning and risk management, the art and science of negotiations, and contract and legal issues in the meetings industry. Students learn how to identify issues that are negotiable, the steps in the negotiation process and commonly used negotiation techniques. The class also focuses on basic contract provisions and key clauses of a facility contract as well as the unique elements and differences of hotel and convention center contracts. Includes discussion of legal principles and precedents as they apply to the meetings industry. Prerequisite: 10-109-102 and 10-109-110.

### 10-109-114 Meeting and Event Mgmt. Internship 2 credits

Course provides both theoretical and hands-on experience planning, setting up and managing a meeting or event. Emphasis is on developing and implementing proper procedures to ensure professional results. The student is required to use their knowledge of finance, decision making, problem solving, organization and communication. Prerequisite: Forth semester program student or consent of instructor.

### 10-109-117 Partnership Development 2 credits

Students learn how to analyze a meeting to identify sponsorship and fundraising opportunities. These partnerships build support for a meeting, increase marketing effectiveness, and increase meeting profitability. Prerequisite: 10-109-102 and 10-109-108.

### 10-109-125 Tourism Management 3 credits

Introduces theories, principles and practical application of management skills in the hospitality and tourism industry. Students analyze their current skills and develop a personal management philosophy appropriate to the service industry.

### Recommended Electives

10-103-143	PowerPoint	1 credit
10-104-104	Selling Principles	3 credits
10-196-188	Project Management	3 credits
10-801-198	Speech (or Interpersonal/Small Group Communications)	3 credits
20-890-200	College Success (Recommend taking in first semester.)	1-3 credits

## Career Potential:

- Conference Managers
- Marketing and Special Event Managers
- Convention Sales Managers
- Meetings Coordinators
- Directors of Educational Programs
- Meetings Services Managers
- Project Managers of Meetings and Events
- Senior Event Coordinators
- Program Managers
- Special Event Coordinators
- Conference and Travel Service Managers
- Operations Managers

*More detailed and updated information on this program may be available at: [matcmadison.edu](http://matcmadison.edu). The college reserves the right to make changes in the regulations and courses announced in this publication without notice.*

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