



Western Technical College

10106182 Meeting and Event Planning

Course Outcome Summary

Course Information

Description	This course focuses on planning a successful meeting/event. Topics include conducting the planning activities, managing the finances, promoting the meeting/event, facilitating the on-site needs, analyzing contracts, arranging travel and transportation needs, and conducting follow-up activities while communicating effectively with all stakeholders.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Pre/Corequisites

Prerequisite 10106151 Business Procedures

Textbooks

Complete Idiot's Guide to Meeting and Event Planning. 2nd Edition. Copyright 2006. Craven, Robin E., Lynn Johnson-Golabowski, and D'Etta Waldoch. Publisher: Penguin Random House LLC. **ISBN-13:** 978-1-59257-462-9. Required.

Learner Supplies

Webcam and headset with microphone. **Vendor:** Campus Shop. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Refine Professionalism: Act Ethically
7. Refine Professionalism: Improve Critical Thinking
8. Refine Professionalism: Participate Collaboratively
9. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Demonstrate effective workplace communications
2. Apply technology skills to business and administrative tasks
3. Manage administrative projects
4. Manage internal and external relationships
5. Model professionalism in the workplace

Course Competencies

1. Produce the components of meeting and event planning.

Assessment Strategies

- 1.1. Written Product
- 1.2. Simulation

Criteria

You will know when you are successful when:

- 1.1. you compile meeting details in a worksheet.
- 1.2. you compile event details in a worksheet.
- 1.3. you evaluate Websites related to an event/a meeting.
- 1.4. you examine a variety of meeting/event agendas.

Learning Objectives

- 1.a. Explore the industry of meeting and event planning.
- 1.b. Categorize various types of meeting and events.
- 1.c. Identify the who, where, and when questions.
- 1.d. Develop goals and objectives.
- 1.e. Develop an agenda.
- 1.f. Develop an evaluation form.

2. Select meeting and event planning resources.

Assessment Strategies

- 2.1. Written Product
- 2.2. Simulation

Criteria

You will know when you are successful when:

- 2.1. you locate Internet resources.

- 2.2. you utilize meeting planning software.
- 2.3. you present resource data.
- 2.4. you compile resources details in worksheets.

Learning Objectives

- 2.a. Locate suppliers and software via the Internet.
- 2.b. Explore resources network.
- 2.c. Explore themes and topics for events.
- 2.d. Investigate meeting planning software (to include day of event action plan).

3. Prepare preplanning activities.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know when you are successful when:

- 3.1. you create printed timeline.
- 3.2. you create printed budget.
- 3.3. your create a request for proposal (RFP).
- 3.4. you determine vendors.
- 3.5. you formulate a marketing strategy.
- 3.6. you develop exhibit or tradeshow plans.

Learning Objectives

- 3.a. Develop a timeline.
- 3.b. Prepare a budget.
- 3.c. Review a request for proposal (RFP).
- 3.d. Determine vendors.
- 3.e. Formulate a marketing strategy.
- 3.f. Develop exhibit or tradeshow plans.

4. Organize the details of an event to accommodate attendees.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know when you are successful when:

- 4.1. you create a registration form.
- 4.2. you develop a day-of-event plan.
- 4.3. you anticipate potential crisis situations.
- 4.4. you examine bill paying methods.

Learning Objectives

- 4.a. Organize a seating plan.
- 4.b. Assemble materials (such as name badges, awards, and giveaways).
- 4.c. Accommodate speaker needs.
- 4.d. Organize transportation options.
- 4.e. Plan food and beverage needs.
- 4.f. Determine audio-visual needs.
- 4.g. Develop registration and housing forms.

5. Develop a meeting or event.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know when you are successful when:

- 5.1. you create a registration form.
- 5.2. you follow day-of-event action plan.
- 5.3. you anticipate potential crisis situations.

5.4. you itemize charges and bills.

Learning Objectives

- 5.a. Arrange a registration and check-in procedure.
- 5.b. Plan signage.
- 5.c. Recognize crisis situations.
- 5.d. Examine bill paying methods.

6. Plan follow-up activities.

Assessment Strategies

6.1. Written Product

Criteria

You will know when you are successful when:

- 6.1. you complete post-meeting report.
- 6.2. you coordinate follow-up session.
- 6.3. you compile evaluation results.
- 6.4. you document improvements for future events/meetings.

Learning Objectives

- 6.a. Tabulate evaluations.
- 6.b. Facilitate follow-up sessions.
- 6.c. Document future strategies.