



Event Venue & Convention Management Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Course Prefix: HM

Course Title: Event Venue & Convention Management

Year: 2025

Course and Section #: 3210-X01

Credits: 3

Course Description

Analyzes and explores the conventions and meetings market, event venue management, and the corresponding relationship with convention & visitor's bureaus. This course covers various procedures in site selection, site layout and logistics, operations, negotiations and contracts, food and beverage service, and convention sales.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Jessica Ballard

Student Learning Outcomes

1. Summarize the scope and importance of the meetings and convention industry.
2. Evaluate the needs for safety and security at an event.
3. Understand and negotiate contracts, production riders across all event types.
4. Provide quality customer service and product management to the client.
5. Select and coordinate the use of sales tools appropriate to the market mix of a property.
6. Understand the economic impact of the conventions and event industry.
7. Determine appropriate service, logistics, and menus for food and beverage functions and special events.
8. Anticipate a meeting planner's requirements for meeting facilities and the planning and management of a meeting or catered event.

Course Materials and Texts

No required textbook. All course materials are contained within this Canvas Course.

Course Requirements

Course Assignments, Assessments, and Grading Policy

How This Course Works

Course Mode:

This course is entirely online. You MAY complete any assignment, quiz, or test BEFORE its due date, but you MUST complete every assignment, quiz, or test NO LATER than its due date. This will take some organization and self discipline on your part. Any work not completed by the due date will receive a score of zero (0). No makeup or extra credit work will be available.

Description of how course works:

Canvas is where course content, grades, and communications will reside for this course.

A typical lesson in this course consists of course readings, videos/powerpoint presentations, assignments, discussion posts with classmates, and quizzes. Additionally there is a midterm and final exam.

Throughout the semester, you will work on a large project to pitch a particular convention center and destination for a major convention in response to a fictional Request For Proposal (RFP). Specific details will be provided within the assignment. Each lesson throughout the semester will better prepare you for completing this project. It is expected that you will be working on this the entire semester, as it is too large of a project to complete in one week, right before the due date. Budget your time accordingly.

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Student Responsibilities:

- *Start class the first week of the term.*
- *Be accountable by setting aside regular time each week to complete course activities and assignments on time as noted per the due dates.*
- *Learn how to use Canvas including communication tools (e.g. discussion, Canvas inbox, etc.). If you have technology-related problems contact the [Service Desk](#) [Links to an external site.](#)*
- *Abide by ethical standards. Your work must be your own.*

- Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension.

Instructor Responsibilities:

- Respond to emails within ONE business day. If multiple emails are received regarding the same question or concern, they may be responded to with an announcement to the entire class.
- Provide timely, meaningful and constructive feedback on assignments.
- Facilitate an effective learning experience.
- Refer students to appropriate services for issues that are non-course content specific. For instance, technical issue, writing labs, accessibility services, etc.
- Mentor students through the course.

Grading and Late Work Statement

Grading Scale:

The following grading standards will be used in this class:

Grade	Percent
A	93+
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9

C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
E	Below 60

Assignment Categories [e.g., Assignments - 10%, Exams - 25%, ...]

Activity	[Percent/Point]
Assignments	16%
Discussions	11%
Quizzes	12%
Exams	21%
Course Project	40%

Late Work Statement:

All assignments, quizzes, and exams are due by the due date listed in Canvas. No makeup work is accepted. Don't procrastinate. If valid emergencies come up, contact the instructor right away and PRIOR to deadlines so I can work with you. I understand that you are human and unexpected things arise in your life. However, "I forgot to put it in my calendar" or "I ran out of time because the assignment was too long" are not valid emergencies.

Assignment and Assessment Descriptions

Assignments:

- Current Event Assignment
 - Find and analyze an article about a current event within the Conventions & Meetings industry.
- Negotiation Exercise
 - Observe, conduct and analyze a negotiation experiment.
- Interview Assignment
 - Interview a professional from the Conventions/Meeting industry.
- Attend Event Assignment
 - Attend a qualified event (as noted in the assignment description) and take the time to observe and learn from your surroundings. Submit a write-up about the event as well as a video presentation for your peers to watch.

Discussions:

Discussions will be opportunities to explore topics together. Posts to the discussion should add significantly to the conversation and support your point of view. *Comments that do not add significantly to a discussion will receive **no credit**.* It is okay to disagree in a discussion. In fact much learning happens when we disagree. However we need to be respectful and keep our online classroom a safe place to learn.

Due dates for discussions correspond with the initial post date which is usually a **Thursday**. Follow up comments are due by Sunday. Follow up posts are expected to be after the due date and are not marked late. Discussions conclude by the **Sunday** following the due date. After this, posts will be marked late.

Assessments:

- **Quizzes:** Quizzes are typically short with multiple choice, true/false, and short answer questions. They will cover the topics from lessons and venue tours. Quizzes will be timed but are open note.
- **Midterm/Final Exams:** A midterm and final exam will cover content from throughout the semester. The final exam is comprehensive for the entire semester. These are longer, timed exams with multiple choice, true/false, and short answer questions. No notes allowed. These exams will be administered using Proctorio which requires a webcam and Google Chrome.
- **Semester Project:** You will take the semester to create a written proposal and presentation to pitch a destination and convention center in response to a fictional

RFP for a major convention. This will be due at the end of the semester. You have the entire semester to work on the project and it will require that amount of time. It can't be completed in one week.

Required or Recommended Reading Assignments

Week	Topic
1	<p>Articles:</p> <ul style="list-style-type: none"> ○ Meeting Professionals International. (2018, November 1). <i>Global economic significance of business events</i>. from https://www.mpi.org/blog/article/global-economic-significance-of-business-events ○ Events Industry Council. (n.d.). <i>Economic significance study</i>. Retrieved January 8, 2025, from https://eventscouncil.org/Leadership/Economic-Significance-Study ○ Yahoo Finance (2023, January 11). <i>Global event management market analysis: Trends, growth, and forecast.</i>, from https://finance.yahoo.com/news/global-event-management-market-analysis-092700008.html
2	Key Vocabulary for the Event Industry (PDF-Jessica Ballard)
3	<p>Article:</p> <ul style="list-style-type: none"> ○ Social Tables. (n.d.). <i>Convention center marketing: Strategies to boost attendance & bookings</i>. Retrieved January 8, 2025, from https://www.socialtables.com/blog/hotel-sales/convention-center-marketing/
4	<p>Articles:</p> <ul style="list-style-type: none"> ○ Social Tables. (n.d.). <i>Negotiating hotel contracts: Tips and strategies for success</i>. Retrieved January 8, 2025, from https://www.socialtables.com/blog/event-planning/negotiating-hotel-contracts/ ○ Meetings Today. (2019, February 4). <i>Essential contract checklist for meeting planners</i>. from https://www.meetingstoday.com/articles/141177/essential-contract-checklist-meeting-planners ○ Standard. (2018, December 7). <i>Celebrity rider: Backstage dressing room demands of the stars</i>. from https://www.standard.co.uk/lifestyle/celebrity/celeb-rider-backstage-dressing-room-demands-a4008316.html
5	<p>Article:</p> <ul style="list-style-type: none"> ○ Meetings Today. (2019, July 26). <i>The future of working with CVBs: 4 key tips from expert meeting planners</i>. from https://www.meetingstoday.com/articles/141719/future-working-cvbs-4-key-tips-expert-meeting-planners
6	<p>Articles:</p> <ul style="list-style-type: none"> ○ Meeting Professionals International. (2020, March). <i>The future of meetings and events: Trends and predictions</i>. <i>The Meeting Professional</i>. from https://www.themeetingprofessionaldigital.org/themeetingprofessional/march_2020 ○ Bishop-McCann. (2023, July 29). <i>2023-2024 food and beverage event trends</i>. from https://blog.bishopmccann.com/2017-food-beverage-event-trends ○ Sports Business Journal. (2024, June 24). <i>Sports venue food and beverage providers breakdown</i>. from

	https://www.sportsbusinessjournal.com/Articles/2024/06/24/sports-venue-food-beverage-providers-breakdown
7	<p>Articles:</p> <ul style="list-style-type: none"> ○ KSL News. (2023, November 9). <i>The end of an era: How Taylor Swift boosted the U.S. economy.</i> from https://www.ksl.com/article/51206741/the-end-of-an-era-how-taylor-swift-boosted-the-us-economy ○ Fox 59 News. (2024, January 8). <i>Let the games begin: Salt Lake City 2034 Olympics by the numbers.</i> from https://fox59.com/2024-olympics/let-the-games-begin-salt-lake-city-2034-olympics-by-the-numbers/amp/ ○ Las Vegas Review-Journal. (2024, February 13). <i>Touchdown: Super Bowl brings big economic victory to Las Vegas.</i> from https://www.reviewjournal.com/business/tourism/touchdown-super-bowl-brings-big-economic-victory-to-las-vegas ○ San Diego Tourism Authority. (2022, December 13). <i>Conventions generate \$1.2 billion for San Diego’s regional economy in 2022.</i> from https://www.visitsandiego.com/component/content/article/9-news-stories-spotlights/story/2205959-conventions-generate-1-2-billion-for-san-diego-regional-economy-in-2022
8	Event Seating Layouts (PDF-Jessica Ballard)
9	<p>Articles:</p> <ul style="list-style-type: none"> ○ The Verge. (2019, February 8). <i>The Grammy Awards’ audio coordinator on the magic behind the scenes.</i> from https://www.theverge.com/2019/2/8/18213255/grammys-audio-coordinator-behind-the-scenes-interview
10	Managing Front of House
11	<p>Articles:</p> <ul style="list-style-type: none"> ○ Associated Press. (2023, July 28). <i>Astroworld report contains chilling details of tragedy: ‘Someone’s going to end up dead’.</i> ○ Segal, E. (2021, December 27). <i>8 early crisis management lessons from the Travis Scott concert tragedy.</i> Forbes. from https://www.forbes.com/sites/edwardsegal/2021/12/27/8-early-crisis-management-lessons-from-the-travis-scott-concert-tragedy/ ○ AB Staff. (2017, May 3). <i>Notable events in the evolution of sports venue security.</i> Athletic Business. from https://www.athleticbusiness.com

General Description of the Subject Matter of Each Lecture or Discussion

Week	Topic
1	Introduction to Convention & Event Industry
2	Types of Venues/Market Segments
3	Sales & Marketing

4	Negotiations & Contracts / Production Riders
5	Convention & Visitors Bureaus / Venue Operations
6	Food & Beverage Services
7	Economic Impact & Funding
8	Event Management
9	Audio Visual Services
10	Exhibit and General Service Contractors
11	Safety & Security
12	Project Submission
13	Video Presentations
14	Project Reviews / Final Review
15	Final Exam

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts

The use of generative AI tools is **not** permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content).

Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If AI use is not properly cited or is used in the ways outlined above that are not permitted, then you will be subject to an Academic Dishonesty violation resulting in a failing grade or further action from the University. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by

not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.