

Print Date: 10/8/19
Course Objectives/Course Outline
Spokane Community College

Course Title: Event Management

Prefix and Course Number: HM 221

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Identify types of meetings/events
- Identify destinations for each type of meeting/event
- Create a pre-event planning guide
- Identify on-site meetings for conferences, trade shows, and events
- Create a post-event reporting system

Course Outline

I. Types of Planners

- a. Corporate
- b. Government – State, Federal
- c. Association
- d. Private Club/SMERF (Social, Military, Education, Religious, Fraternal)
- e. Third Party – Conference Direct, Helms Briscoe, Experient, HPN
- f. Independent Planner

II. Sourcing Clients & Business Opportunities

III. Sourcing Meetings/Destinations

- a. Develop Meeting/Event Purpose & Goals
- b. RFP Development
- c. RFP Distribution – Match venues to the event
- d. Destination Knowledge
- e. Contracting

IV. Pre-Event Planning

- a. Budgeting & Financial Management
- b. Guest Room Management
- c. Food & Beverage Planning
- d. Meeting/Event Space
- e. Speaker Management
- f. Event Registration
- g. Destination Management
- h. Event Marketing
- i. Sanitation & Emergency Planning
 - i. Receiving and Storing Food
 - ii. Criteria for Selecting Sanitary Suppliers
 - iii. Personal Hygiene
 - iv. Sanitation Practices
 - v. Regulations
 1. Federal Agencies
 2. State and Local Regulations
 3. Inspections
- j. Site Visit
- k. Planning Visit

V. Onsite Meeting Management

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- a. Pre-Conference Meeting
 - b. Registration
 - c. Working with Venue/Suppliers
 - d. CEU Tracking
 - e. AV Coordination
 - f. Internet Kiosk
 - g. Speaker-Ready Room
 - h. Hospitality Suite
 - i. Forwarding Offsite Venues
 - j. Transportation Management
- VI. Post-Event Reporting
- a. Guest Room Pick-Up
 - b. Supplier Invoice Review
 - c. Budget Updates
 - d. ROI Reporting to End User