TSTD 6278: Conferences and Exhibition Management

Instructor Information

Name: Kristi Long (you may see it also listed as Laura Long)
E-mail: klong@gwu.edu, lkristii@cox.net
Office Location: 301 Funger Hall, Thursday 4pm – 5:30pm and by appointment
Cell Phone Number (optional): 703-988-0409
Virtual Office Hours: Monday 3pm – 5pm

Biography

Professor Kristi Long is an adjunct professor at George Washington University as well as an adjunct professor at a Northern Virginia Community College. Professor Long served as the Director of Education and Events for the American Society of Travel Agents and Senior Director of Education for the Global Business Travel Association. Currently she teaches in the GW Event Management Certificate program instructing students in best practices and meetings and conferences.

Communication Policy

Students can expect to receive a reply to email within 48 hours. Most will be answered in less than 24 hours. It is best to email both addresses listed above.

Assignments, discussions and papers are listed on Blackboard on a weekly basis. Assignments are considered late five hours past the due date. Points will be deducted from late assignments as follows: 10% within 24 hours of the due date, up to 50% for assignments received five days late. Zero for assignments posted past five days.

Students who know that assignments will be late should contact the instructor as soon as possible.

Welcome

Welcome to TSTD 6278. This graduate course will give you a comprehensive view of the meetings, conferences and exhibition industries.

Course Description

TSTD 6278 is designed to provide fundamentals of managing meetings, conferences, conventions and exhibitions, including site selection, program planning and management, exhibits, selection and use of facilities, volunteers, planning green meetings, and budget management. Emphasis will not only include what goes into the successful operation of a meeting, but also the initial sales process and ongoing retention of the business by the various suppliers. In all areas, current trends and legal issues will be addressed.
Course Goals

As a result of this course, students will gain the necessary competency to:

- Understand the foundation and structure of the meetings industry, including meetings, exhibitions, special events, and participants.
- Differentiate different market sectors and their infrastructure including corporate, incentives, association, government and SMERF.
- Comprehend the basic tools and steps necessary for successful meeting management.
- Develop skills necessary for planning meetings, conferences, conventions, and exhibitions.
- Become familiar with the best practices in meeting management.
- Identify the major players and their roles in each segment of the industry.
- Identify current and emerging issues in the convention industry.
- Critique existing convention industry research.

Text & Materials

Prerequisites

There are no prerequisites for this course.

Textbook


*Recommended Texts for Additional Reading:*


Course Structure

Methods of Instruction
The following are the methods of instruction for the course.

- **PowerPoint lectures**
- **Webinars**
- **Required readings** will introduce students to each week’s topic.
- **Group discussions** will challenge students to reflect on the readings and online lectures, connecting new concepts to their prior knowledge and teaching experience. As part of the group discussions, students will be expected to facilitate and summarize at least one discussion thread.
- **Videos** that enhance the topic for the week and/or expand on the topic content.
- **Student participation** will include weekly submissions and discussion

Student participation will include

- Writing assignments
- Discussions
- Research
- Group Project
- 2 Exams

Attendance Policy
You are expected to attend every class, with attendance taken at the beginning of class. You are allowed to miss one class (not including exams and group presentation dates, which are required attendance) during the semester with no penalty assessed to your participation grade. Absences from additional classes will be assessed a 2% grade penalty for each class missed. No makeup assignments for absences will be given.

Assessment and Grading
Grading Schema

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Point Value (per)</th>
<th># of Assignments</th>
<th>Total of 400</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>assignment</td>
<td>10 points</td>
<td>5 assignments</td>
<td>10 discussions</td>
<td>100</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
<td>---------------</td>
<td>----------------</td>
<td>-----</td>
</tr>
<tr>
<td>Classroom discussions</td>
<td>10 points</td>
<td>5 assignments</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Assignments</td>
<td>10 points</td>
<td>5 assignments</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Exam 1</td>
<td>75 points</td>
<td></td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>Exam 2</td>
<td>75 points</td>
<td></td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>Group Project</td>
<td>50 points</td>
<td></td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Participation</td>
<td>25 points</td>
<td></td>
<td>100</td>
<td>25</td>
</tr>
<tr>
<td>Guest Speaker Prep</td>
<td>25 points</td>
<td></td>
<td>100</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
<td></td>
<td><strong>100</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Grading Scale (Based on 400 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>400 - 385</td>
</tr>
<tr>
<td>384 - 360</td>
</tr>
<tr>
<td>359 - 340</td>
</tr>
<tr>
<td>339 - 320</td>
</tr>
<tr>
<td>319 - 280</td>
</tr>
<tr>
<td>279 - and below</td>
</tr>
</tbody>
</table>

**University Policies**

**Academic Integrity**

All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University *Code of Academic Integrity*. The Code is printed in the Schedule of Classes and can be found on the GW website at [http://www.gwu.edu/~ntegrity/code.html](http://www.gwu.edu/~ntegrity/code.html). Also, if weather conditions may affect the University class schedule, please call (202) 994-5050 to find out whether classes are cancelled. Alternatively, go to the Campus Advisories link on the homepage of the GW website.

Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate behavior include, but are not limited to, the following: Cheating; Fabrication; Plagiarism; Falsification and forgery of University academic documents; Facilitating academic dishonesty.

**Students with Disabilities**
If you feel you may need an accommodation based on the impact of a disability, please contact me privately to discuss specific needs. Please contact the Disability Support Services Office at 202.994.8250, Suite 242 Marvin Center, http://gwired.gwu.edu/dss, to establish eligibility and to coordinate reasonable accommodations.

**University Counseling Center (UCC)**

Phone Number: 202–594–5300

The University Counseling Center (UCC) offers 24/7 assistance and referral to address students’ personal, social, career, and study skills problems. Services for students include:

- Crisis and emergency mental health consultations
- Confidential assessment, counseling services (individual and small group), and referrals

**Alert DC**

Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, you are encouraged to share the information immediately.

**To Report an Emergency or Suspicious Activity**

Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

**Shelter in Place – General Guidance**

Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are on campus, the basic steps of shelter in place will generally remain the same:

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed into the closest GW building or follow instructions from emergency personnel on scene.
- Shelter-in-place in an interior room, above ground level, and with the fewest windows. If sheltering in a room with windows, keep away from the windows. If there is a large group of people inside a particular building, several rooms maybe necessary.
- Shut and lock all windows (locking will form a tighter seal) and close exterior doors.
- Turn off air conditioners, heaters, and fans. Close vents to ventilation systems as you are able. (Facilities staff will turn off ventilation systems as quickly as possible)
- Make a list of the people with you and call the list in to UPD so they know where you are sheltering.
- Visit GW Campus Advisories for incident updates http://campusadvisories.gwu.edu or call the GW Information Line 202-994-5050. If possible, turn on a radio or television and listen for further instructions. If your e-mail address or mobile device is registered with Alert DC, check for alert notifications.
- Make yourself comfortable and look after one other. You will get word as soon as it is safe to come out.
GW Alert

GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

Additional Information

Additional information about emergency preparedness and response at GW or the University's operating status can be found on GW Campus Advisories (http://CampusAdvisories.gwu.edu) or by calling the GW Information Line at 202-994-5050.