TSTD 6278 DE
Syllabus

Instructor Biography

Professor Kristi Long is an adjunct professor at George Washington University. 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. She currently teaches in the GW Event Management Certificate program instructing students in best practices and meetings and conferences.

Course Description

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

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.
Prerequisites

Academic
There are no prerequisites for this course.

Technological
As a student in an online course, you need to ensure that you have the required technology and skills necessary to fully participate. The minimum technology requirements for all online students at GW are outlined at the following location: http://www.gwu.edu/technology-requirements.

You should also be able to:
- Use a digital camera or scanner
- Use your computer to upload recordings and images to your computer
- Be open to learning and registering for new technologies
- Be flexible when technological glitches happen (which is a given)
- Seek technological help when necessary by contacting the Division of Information Technology

If you have any problems with the software in this course, please reference the Help link in the left navigation menu in our course on Blackboard.

Textbooks & Materials

Textbook:


Recommended Texts for Additional Reading:
- Professional Convention Management Association. Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events. 5th Edition
Methods of Instruction

This course uses the following methods of instruction:

*Lectures* - A link to the video streaming lecture is in each weekly learning session. You may use the pause button to view the lecture at your own time and pace.

*Synchronous Group Blackboard Collaborate Sessions* - Each course section will meet virtually as a class 8 times for one hour and 15 minutes over the course of the semester at a pre-scheduled time and day (7 times to discuss a topic related to a particular session, and then for the 8th virtual class in session 14 for team project presentations). These discussion class sessions are limited to not more than 15 students and are prescheduled based on an analysis of student time zones. Here is a tutorial for you on using Blackboard Collaborate. [http://en-us.help.blackboard.com/Collaborate/v12/Participant](http://en-us.help.blackboard.com/Collaborate/v12/Participant) You may also find this video tutorial helpful. [https://www.youtube.com/watch?v=IhQKje8e09o](https://www.youtube.com/watch?v=IhQKje8e09o)

*Written Assignments* - There are five required written assignment in this course. The number of pages on the submitted assignments is indicated with each assignment. These assignments must be completed before the next week’s learning unit(s) begins. A week ends on Sunday 11:59 p.m. (EST) and the next unit begins on Mon, 9:00 a.m. (CST). You must complete the assignment in a Word document, edit and spell check it, and then copy and paste it into the assignment form textbox area or attach it as a document to the assignment form. An exclamation point will appear in the Gradebook letting you know that your assignment has been successfully uploaded to the Blackboard server for grading. The instructor grades assignments Monday - Thursday. You can check late Thursday or Friday for your grade and the instructor’s comments in Gradebook. By clicking on the graded assignment you can access the instructor’s comments.

*Required Readings* will introduce students to each subject area.

*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.

*Team Project* - Students will be formed into teams (of not more than 4-5 students) based on concentration, interest or graduate degree (MBA, MA, MS, MF) sought during the first discussion session. Teams will present their project in the final scheduled synchronous session using Blackboard Collaborate and a PowerPoint presentation.

*Videos/Webinars* that enhance the topic for the week and/or expand on the topic content.

*Student Participation* will include weekly submissions and discussion.
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Student Participation will include:

- Writing assignments
- Discussions
- Research
- Group project
- 2 exams

Attendance Policy

You are expected to attend each Blackboard Collaborate session, with attendance taken at the beginning of class. You are allowed to miss one session 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

This course uses a points based grading schema, as shown below.

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Point Value Per Assignment</th>
<th>Number of Assignments</th>
<th>Total 450 of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Classroom Discussions</td>
<td>10 points</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td>Assignments</td>
<td>10 points</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100 points</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100 points</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>Written Group Project</td>
<td>50 points</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Group Project Presentation</td>
<td>50 points</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Participation</td>
<td>20 points</td>
<td>1</td>
<td>20</td>
</tr>
</tbody>
</table>

Total Points: 450

The grading scale below, based on 450 points, determines your final letter grade.

- 450 - 427 A
- 426 - 405 A-
- 359 - 340 B+
- 341 - 360 B
- 359 - 315 C
- 314 and below F
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Policies

Instructor Response Time

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.

Late Work

Students who know that assignments will be late should contact the instructor as soon as possible. Late work will be assessed a 5 point deduction.

Netiquette

Please observe the following rules of netiquette for communicating online:

- Remain professional, respectful, and courteous at all times.
- Remember that a real human being wrote each post and will read what you write in response. It is easy to misinterpret discussion posts. Let’s give the benefit of the doubt.
- If you have a strong opinion on a topic, it is acceptable to express it as long as it is not phrased as an attack. Please be gracious with differing opinions.
- When upset, wait a day or two prior to posting. Messages posted (or emailed) in anger are often regretted later.
- Proofread and use the spell check tool when you type a post. It makes the post easier to read and helps your readers understand what you are saying.

I reserve the right to delete any post that is deemed inappropriate for the discussion forum, blog, or wiki without prior notification to the student. This includes any post containing language that is offensive, rude, profane, racist, or hateful. Posts that are seriously off-topic or serve no purpose other than to vent frustration will also be removed.

Academic Integrity

Please review GW’s policy on academic integrity, located at http://studentconduct.gwu.edu/. All graded work must be completed in accordance with the George Washington University Code of Academic Integrity.