



## Introduction to Event and Meeting Planning

PEIMS Code: N1302269

Abbreviation: EVNTPLN

Grade Level(s): 10–12

Award of Credit: 1.0

### Approved Innovative Course

- Districts must have local board approval to implement innovative courses.
- In accordance with Texas Administrative Code (TAC) §74.27, school districts must provide instruction in all essential knowledge and skills identified in this innovative course.
- Innovative courses may only satisfy elective credit toward graduation requirements.
- Please refer to [TAC §74.13](#) for guidance on endorsements.

### Course Description:

This course will introduce students to the concepts and topics necessary for the comprehensive understanding of the fundamentals of the meetings, conventions, events, and exposition industries. The course will review the roles of the organizations and people involved in the businesses that comprise the Meetings, Events, Expositions and Convention (MEEC) industry.

### Essential Knowledge and Skills:

- (a) General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Hospitality and Tourism, Hotel management and/or Travel and Tourism Management. Students shall be awarded one credit for successful completion of this course.
- (b) Introduction.
  - (1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
  - (2) The Hospitality and Tourism Career Cluster focuses on the management, marketing, and operations of restaurants and other food/beverage services, lodging, attractions, recreation events, and travel-related services.
  - (3) Introduction to event and Meeting Planning introduces students to the concepts and topics necessary for the comprehensive understanding of the fundamentals of the meetings, conventions, events, and exposition industries. The course will review the roles of the organizations and people involved in the businesses that comprise the Meetings, Events, Expositions and Convention (MEEC) industry.
  - (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.

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- (5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.
- (c) Knowledge and Skills.
- (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:
    - (A) demonstrate professional standards and personal qualities such as punctuality, initiative, leadership, appreciation for diversity, conflict management, work ethic, and adaptability;
    - (B) demonstrate critical thinking, innovation, and creativity in the problem-solving process;
    - (C) evaluate and demonstrate appropriate grooming and appearance for the workplace;
    - (D) combine teamwork and conflict-management skills to achieve collective goals;
    - (E) use planning and time-management skills and tools to enhance results and complete work tasks;
    - (F) explain the essential workplace skills in the career acquisition process;
    - (G) prepare and complete employment-related documents such as job applications (written and electronic formats) and I-9 and W-4 forms;
    - (H) develop and implement stress-management techniques;
    - (I) create and analyze the various steps in the decision-making process; and
    - (J) demonstrate proper interview techniques in various situations.
  - (2) The student uses oral and written communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to:
    - (A) apply verbal and non-verbal communication skills effectively with clients and in the workplace;
    - (B) summarize information formally and informally;
    - (C) appraise, formulate, and convey information;
    - (D) apply active listening skills to obtain and clarify information;
    - (E) compose and deliver different types of presentations such as informative, instructional, persuasive, and decision making;
    - (F) display interpersonal skills to maintain internal and external customer/client satisfaction; and
    - (G) apply technical vocabulary related to the meeting and event planning industry.
  - (3) The student applies academics with career-readiness skills. The student is expected to:
    - (A) apply mathematical skills to business transactions such as sales forecasting, service pricing and planning for profitability;

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- (B) calculate and interpret key ratios, financial statements, and budgets related to the hospitality event and meeting planning industry;
  - (C) apply advanced reading, writing, and math skills to business skills needed in the hospitality industry;
  - (D) summarize data from tables, charts, and graphs to estimate and find solutions to problems and identify opportunities for increased profitability;
  - (E) compose workplace business documents; and
  - (F) evaluate and use industry standards for budgeting and forecasting to maximize profit and growth.
- (4) The student can discuss the career opportunities available within the meeting/event planning segment of the hospitality industry. The student is expected to:
- (A) compile a list of professional organizations that support the professionals in the convention, meeting, and event planning industry;
  - (B) develop personal training plans to keep current on relevant trends and information within the meeting and event planning industry; and
  - (C) classify the occupational opportunities related to meeting and event planning within a hospitality businesses and corporate businesses.
- (5) The student can discuss the history of and current trends and career opportunities in the meeting and event planning industry. The student is expected to:
- (A) describe how the meeting and event planning industry has evolved;
  - (B) apply current trends in the industry to a meeting or event plan;
  - (C) describe the varied occupations related to event planning such as, meeting planning and management, conference planning and management, trade show planning and management, social event planning and management, association and non-profit meeting planning and management, corporation meeting planning and management, convention and visitor bureau planning and management, and destination management planning and organization;
  - (D) identify potential mentors in the meeting and event planning industry; and
  - (E) create a career plan to achieve the desired career position in the meeting and event planning industry.
- (6) The student assesses how diversity impacts the event planning industry. The student is expected to:
- (A) evaluate diversity from both the employer and customer perspective;
  - (B) modify business plans and activities to meet the needs of diverse populations; and
  - (C) formulate an awareness of cultural diversity such as differences in social etiquette, dress, and behaviors to enhance event and meeting planning.
- (7) The student uses information technology tools in event and meeting planning to access, manage, integrate, and create information. The student is expected to:
- (A) apply information technology tools to evaluate work responsibilities;

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- (B) use event planning software and technology tools such as Amadeus, CVENT and, Meeting Matrix to perform workplace tasks;
  - (C) create and present complex multimedia publications to clients and within the business;
  - (D) demonstrate knowledge and use of point-of-sale systems;
  - (E) develop Internet resources for industry growth;
  - (F) evaluate current and emerging technologies to improve guest services; and
  - (G) produce and properly use appropriate electronic communication tools for planning and selling meetings and events.
- (8) The student summarizes the professional, ethical, and legal responsibilities in event and meeting planning services. The student is expected to:
- (A) explain ethical conduct such as maintaining client confidentiality and maintaining privacy of sensitive content when interacting with others;
  - (B) distinguish between different aspects of a meeting or event contract;
  - (C) describe applicable rules, laws, and regulations related to event and meeting planning;
  - (D) discuss the reasons for providing event security;
  - (E) describe the differences in event insurance options; and
  - (F) explain the reasons for event insurance.
- (9) The student explains the importance of health, safety, and environmental management systems and their importance to organizational performance and regulatory compliance. The student is expected to:
- (A) evaluate workplace conditions with regard to safety and health of employees and guests;
  - (B) explain and integrate safety and sanitation standards common to the workplace;
  - (C) appraise potential effects caused by common chemical and hazardous materials;
  - (D) summarize sources of food-borne illness and determine ways to prevent them;
  - (E) explain procedures for reporting and handling accidents and safety incidents with employees and guests;
  - (F) apply proper safety techniques in the workplace;
  - (G) discuss how guests and property are protected to minimize losses or liabilities;
  - (H) predict safety and security issues and analyze solutions for individuals or groups in multiple environments to minimize risks;
  - (I) estimate potential, real, or perceived emergency situations such as a natural disaster or terrorist threat in order to respond appropriately; and

- (J) evaluate equipment for elements such as safety, functionality, and durability.
- (10) The student applies marketing strategies independently and in teams. The student is expected to:
- (A) formulate effective marketing strategies for meetings and events;
  - (B) create promotional packages for meetings and events;
  - (C) create effective comprehensive menu design and development;
  - (D) estimate how to use the state of the economy to plan effective products and services; and
  - (E) produce a meeting and/or event business plan.
- (11) The student can demonstrate appropriate professional customer service skills as required by the meeting and event planning industry. The student is expected to:
- (A) create a detailed customer service plan or process to provide maximum customer service;
  - (B) integrate critical-thinking and interpersonal skills to resolve conflicts with individuals such as coworkers, employers, guests, and clients; and
  - (C) analyze customer comments to formulate improvements in services and products.
- (12) The student can identify and describe different segments within the event and meeting planning industry. The student is expected to:
- (A) compare duties and responsibilities of each department to the larger lodging environment, including food and beverage services;
  - (B) distinguish the differences in meetings and events for different clients such as business, leisure, professional organizations, and students; and
  - (C) discuss the different aspects of the Meetings, Events, Expositions, and Convention (MEEC) industry.
- (13) The student identifies roles within teams, work units, departments, organizations, and the larger environment of the meeting and event planning industry. The student is expected to:
- (A) differentiate the functions of meeting and event planning and how they may correlate to a lodging property;
  - (B) identify the responsibilities of an event manager or planner;
  - (C) compose a set of operating procedures that result in profitable operations; and
  - (D) evaluate inventory management systems used in the meeting and event planning industry that result in profitable operations.
- (14) The student creates a functional and aesthetic meeting/event plan to meet the customer requirements. The student is expected to:
- (A) conduct a pre-meeting/pre-event meeting with potential clients to identify the meeting/event requirements;

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- (B) discuss the importance of a meeting venue floorplan specification chart and appropriate meeting room set-up;
  - (C) describe the various meeting room set-up options and benefits of each option;
  - (D) identify various meeting room set-up options available at various venues;
  - (E) illustrate meeting room set-up for a planned event;
  - (F) relate the necessary square footage required for an event to the number of anticipated attendees for the event;
  - (G) identify and implement effective traffic patterns in planning an event;
  - (H) demonstrate proper table rotations; and
  - (I) compose a staffing guide to schedule various staff positions for a meeting/event.
- (15) The student demonstrates knowledge of collaboration required with various companies in order to provide an all-inclusive successful meeting or event. The student is expected to:
- (A) distinguish the roles of the various entities involved in the meeting and event planning industry such as convention and visitors' bureaus, group travel companies, entertainers, recreations, amusements, attractions, florists, caterers and venues;
  - (B) differentiate among the types of event sponsors/organizers/producers and their events;
  - (C) demonstrate successful planning and negotiation with various entities to deliver a successful meeting or event;
  - (D) compare and contrast products and services from related industries; and
  - (E) analyze differences in various venues such as hotels and resorts, convention and visitors' centers, event centers, and destination venues, citing pros and cons of each.

### Recommended Resources and Materials:

American Planning Association. "Home." *American Planning Association*, American Planning Association, 2020, [www.txplanning.org](http://www.txplanning.org).

---. "Cvent: Event Management Technology & Hospitality Solutions." *Cvent: Event Management Technology & Hospitality Solutions*, [www.cvent.com](http://www.cvent.com). Accessed 7 July 2020.

"Event & Meeting Planning Networking and Education | Meeting Professionals International." *MPIWeb*, Meeting Professionals International, [www.mpi.org](http://www.mpi.org). Accessed 6 July 2020.

Events Industry Council. "Home." *Events Industry Council*, Events Industry Council, [www.eventscouncil.org](http://www.eventscouncil.org).

International Live Events Association. "Home." *I LEA*, International Live Events Association, 2020, [www.ileahub.com](http://www.ileahub.com).

“MeetingMatrix Express.” *MeetingMatrix*, <https://online.meetingmatrix.com>. Accessed 7 July 2020.

“Property Management & Central Reservations System | Hotel Software.” *Amadeus Hospitality*, 22 June 2020, [www.amadeus-hospitality.com](http://www.amadeus-hospitality.com).

Reynolds, Johnny Sue and Dorothy Chase. *Hospitality Services*. Fourth Edition, Textbook, Goodheart-Willcox, 2016.

#### Recommended Course Activities:

- Review of local community meeting and events
- Plan and facilitate an event (individual or team; consider school events like homecoming or prom)
- Oral Presentations
- Guest Speakers
- Volunteering at local Convention and Visitors’ Bureau
- Job shadow a catering manager at a local hotel or resort
- Illustrate and event set-up for a specific meeting scenario

#### Suggested methods for evaluating student outcomes:

- Tests/quizzes
- Evaluation of planned events
- Portfolio
- Mock client interviews

#### Teacher qualifications:

An assignment for Introduction to Event and Meeting Planning is allowed with one of the following certificates.

- Any home economics or homemaking certificate.
- Any marketing or distributive education certificate.
- Family and Consumer Sciences, Composite: Grades 6-12.
- Hospitality, Nutrition, and Food Sciences: Grades 8-12.
- Marketing: Grades 6-12.
- Marketing Education: Grades 8-12.
- Trade and Industrial Education: Grades 6-12. This assignment requires appropriate work approval.
- Trade and Industrial Education: Grades 8-12. This assignment requires appropriate work approval.
- Vocational Trades and Industry. This assignment requires appropriate work approval.

#### Additional information: