



Practicum in Event and Meeting Planning

PEIMS Code: N1302275

Abbreviation: PRACEMP

Grade Level(s): 11-12

Award of Credit: 2.0

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:

The Practicum in Event and Meeting Planning course will reinforce the concepts and topics necessary for the comprehensive understanding of the meetings, events, expositions, and conventions (MEEC) industry. The central focus of this course is to integrate academic education with local meeting, event, expositions, and convention businesses to prepare students for success in the work force and/or postsecondary education. Students will benefit from a combination of classroom instruction and a work-based learning experience. Students will learn employability skills, communication skills, customer service skills and other job acquisition related activities. The course is recommended for students who have completed the required prerequisites.

Essential Knowledge and Skills:

- (a) General requirements. This course is recommended for students in Grades 11 and 12. Recommended prerequisite: Introduction to Event Meeting and Planning and Hospitality Services. Students shall be awarded two credits 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) The Practicum in Event and Meeting Planning course will reinforce the concepts and topics necessary for the comprehensive understanding of the meetings, events, expositions, and conventions (MEEC) industry. The central focus of this course is to integrate academic education with local meeting, event, exposition, and convention

Practicum in Event and Meeting Planning

businesses to prepare students for success in the work force and/or postsecondary education. Students will benefit from a combination of classroom instruction and a work-based learning experience. Students will learn employability skills, communication skills, customer service skills and other job acquisition related activities. The course is recommended for students who have completed the required prerequisites.

- (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.
 - (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 proficiency in professional standards/employability skills as required by the meeting and event planning industry. The student is expected to:
 - (A) participate in a paid or unpaid, laboratory or work-based application of previously studied knowledge and skills related to event meeting and planning;
 - (B) demonstrate proper interview techniques for event and meeting planning occupations;
 - (C) complete employment-related documents such as job applications (written and electronic formats), resume, I-9, and W-4 forms;
 - (D) exhibit suitable grooming and appearance standards appropriate for the workplace and planned events;
 - (E) incorporate productive work habits and a positive attitude; and
 - (F) model knowledge of personal and occupational safety practices in the workplace; and
 - (G) integrate verbal, nonverbal, and written communication skills in a variety of settings.
 - (2) The student applies professional advancement skill and strategies in the meeting and event planning industry. The student is expected to:
 - (A) develop strategies to enhance career advancement and promote lifelong industry learning;
 - (B) describe historical events that have affected the event and meeting planning industry;
 - (C) formulate plans to address current events that have an effect on the event and meeting planning industry;
 - (D) document in manual and electronic format acquired technical knowledge and skills needed for success in the meeting planning industry;
 - (E) produce and present a professional portfolio including a current resume, documentation of skill attainment or technical competencies, recognitions, awards, scholarships, community service activities, student organization participation, evaluations, letters of recommendation, and cover letters;

Practicum in Event and Meeting Planning

- (F) evaluate employment options by comparing salaries and benefits of different companies and occupations within the industry; and
 - (G) develop a personal budget based on career choice using effective money management and financial planning techniques.
- (3) The student demonstrates the ethics and etiquette necessary for the meeting and event planning workplace. The student is expected to:
- (A) practice appropriate business and personal etiquette in the workplace;
 - (B) display appropriate electronic communication techniques and etiquette;
 - (C) exhibit the behaviors typical of the hospitality code of ethics and ethical standards; and
 - (D) determine ethical behavior or ethical course of action in situations related to the meeting and event planning industry.
- (4) The student develops and demonstrates the interpersonal and customer service skills needed for success in the meeting and event planning environment. The student is expected to:
- (A) exhibit essential workplace characteristics such as organization, perseverance, motivation, dependability, punctuality, initiative, self-control, and the ability to accept and act on criticism;
 - (B) demonstrate effective team-building skills such as collaboration, planning skills, conflict resolution, rapport-building, decision-making, problem-solving, and persuasion and influencing techniques;
 - (C) identify and respond to customer needs, including resolving customer dissatisfaction;
 - (D) exercise leadership by anticipating and proactively diffusing potential event issues; and
 - (E) negotiate to resolve conflicts in the workplace and with customers by using strategies such as active listening, “I” messages, negotiation, and offering win-win solutions.
- (5) The student demonstrates the industry-based knowledge and skills required for a successful career in the event and meeting planning industry. The student is expected to:
- (A) employ job-specific technical vocabulary with accuracy and fluency;
 - (B) explain event planning procedures designed to ensure client needs are met, such as Banquet Event Orders (BEOs), rate assignment, event organization, client relations, and determination of payment methods;
 - (C) assess meeting/event company structures and traits that lead to profitability and business success;
 - (D) determine the correct procedures for the execution of client events and contracts;
 - (E) identify and organize tasks for daily operation;
 - (F) analyze historical trends related to the event and meeting planning industry and their impact on the industry;

Practicum in Event and Meeting Planning

- (G) describe societal events that have shaped the event and meeting planning industry both in the past and present; and
 - (H) interpret the role of the convention and visitors' bureau in the event and meeting planning industry.
- (6) The student develops and practices awareness of cultural diversity and understands the impact of cultural diversity on the industry. The student is expected to:
- (A) assesses how diversity impacts the event planning industry both from a planning and profitability aspect;
 - (B) demonstrate respect for individual differences such as cultural, religious, ethnic, and personal characteristics;
 - (C) describe cultural diversity from the perspective of the employee as well as the client;
 - (D) develop business plans and activities to meet the needs of diverse populations; and
 - (E) describe differences in social etiquette, dress, and behaviors related to cultural diversity and explain how the differences affect the event planning process.
- (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) evaluate current and emerging technologies that improve client services;
 - (B) apply information technology tools to evaluate work responsibilities;
 - (C) evaluate and incorporate event planning software and technology tools to perform workplace tasks;
 - (D) create and present multi-level (complex) multimedia presentations to clients and within the business;
 - (E) use and problem-solve issues with point-of-sale (POS) systems;
 - (F) design a plan for using Internet resources to maximize company profitability; and
 - (G) produce and use appropriate electronic communication tools for planning and selling meetings and events.
- (8) The student differentiates and adapts between various roles, types of events, and functions. The student is expected to:
- (A) differentiate among the types of event sponsors/organizers/producers and their events such as trade shows, conferences, social events, and corporate;
 - (B) explain who the suppliers to the event planning industry are and how they service events
 - (C) describe the importance of sales coordinators to all events and meetings regardless of organization or type of event;
 - (D) evaluate and modify the different types of catering options and menus based on the needs of the event or organization;

Practicum in Event and Meeting Planning

- (E) evaluate and modify the different types of meeting room set-ups (banquet, classroom, theater, and reception) based on the needs of the event or organization; and
 - (F) determine and organize staff and resources according to the specific needs of the organization and event.
- (9) The student collaborates within departments, organizations, and the larger environment of the meeting and event planning industry. The student is expected to:
- (A) analyze the roles and responsibilities of each level of the management structure of a venue;
 - (B) identify the advantages and disadvantages of event destinations and facilities and their effects on profitability and customer satisfaction;
 - (C) analyze the roles and responsibilities of an in-house event manager or planner as compared to independent professionals; and
 - (D) define specific roles and responsibilities when interfacing with destination venues.
- (10) The student understands and can articulate the factors that contribute to a successful and profitable event. The student is expected to:
- (A) analyze the expenses associated with the planning and production of a meeting or event;
 - (B) analyze and evaluate how marketing techniques impact an event operation and profitability;
 - (C) calculate costs of supplies and how the costs affect profitability;
 - (D) evaluate the impact of payroll expenses on profitability;
 - (E) analyze and modify operating procedures to result in more profitable or cost-effective operations;
 - (F) research and create a marketing plan for various markets such as weddings, government groups, professional and educational organizations, family or social gatherings, military, and geographic;
 - (G) identify profit margins associated with various markets; and
 - (H) evaluate the importance of conducting pre-and post-evaluations of events for continuous improvement.
- (11) The student demonstrates knowledge of potential liability situations that can affect business reputation and profitability. The student is expected to:
- (A) compare and contrast different levels of insurance and liability limits for events;
 - (B) analyze customer provided insurance options for events;
 - (C) formulate legal, health, and safety obligations related to event planning;
 - (D) assess the implications and responsibilities associated with providing or allowing alcohol at an event; and
 - (E) research law enforcement requirements for events and meetings.

Practicum in Event and Meeting Planning

Recommended Resources and Materials:

Fenich, George G. *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. NY, NY: Pearson, 2019.

The Society of Government Meeting Professionals (SGMP) offers the Certified Government Meeting Professional (CGMP) designation for meeting planners who work for, or contract with, federal, state, or local government.

International Live Events Association <https://www.ileahub.com/>

Events Industry Council <https://www.eventscouncil.org/>

The Events Industry Council offers the Certified Meeting Professional (CMP) credential, a voluntary certification for meeting and convention planners.

Meetings Professional International <https://www.mpi.org/>

American Planning Association <https://www.planning.org/>

American Planning Association - Texas chapter <https://www.txplanning.org/>

Knowledge Matters - Virtual Business Management

<https://knowledgematters.com/highschool/management/>

Recommended Course Activities:

- Plan, organize, and manage an event considering details such as facility selection, decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc. for 250 + guests.
- Research the importance of insurance, legal, health and safety obligations and understand the different levels of insurance and liability limits.
- Intern with a local marketing/public relations firm or a convention and visitors bureau (CVB) to learn how to promote and publicize an event.
- Conduct pre- and post- event evaluations and report outcomes after hosting events.
- Research various markets and identify event opportunities by reaching out to local organizations.
- Manage specific projects such as fund-raising, marathons and races, concerts, etc.
- Research events in the area in conjunction with local boards or organizations such as city hall, and town councils.
- Team up with a local organization and conduct outreach through media and social media channels, and email blasts.
- Conduct research, make site visits, and find resources to help make community events possible or more successful.
- Volunteer to assist with an annual convention in the community.
- Establish a relationship with local vendors or rental companies for soft items such as décor.
- Volunteer to work with a local florist to assist in providing floral design for a wedding or event.
- Assist with managing on-site production or cleanup for an event.
- Write and process a Banquet Event Order (BEO) with a local hotel or caterer.

Practicum in Event and Meeting Planning

- Shadow an independent event planner or an event manager at a local hotel property.
- Assign students to design a mockup for an event and pitch it to the school; coordinate the event in its entirety.
- Shadow a local vendor in the area that specializes in event orders such as a baker, a florist, a full-service catering or event company, a rental company, an audio-visual company, etc.

Suggested methods for evaluating student outcomes:

- Test/quizzes
- Approved training plan
- Employer evaluations
- Research projects
- Career portfolio
- Summative project or assessment

Teacher qualifications:

An assignment for the Practicum in Event Meeting and 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:

Recommended Trainings and Affiliations

- Teacher externship with a local convention and visitors bureau
- Hospitality Educators Association of Texas (HEAT) Professional Development Conference
- Meeting Professional International (MPI) membership
- Texas Travel and Tourism Industry Association Membership and annual conferences
- International Council on Hotel, Restaurant, and Institutional Education (CHRIE) membership and annual professional development conferences
(<https://www.chrie.org/i4a/pages/index.cfm?pageID=3268>)
- National Association for Catering and Events (NACE) membership, certifications, and conferences