

# Convention Sales and Service

HFT4517 | 3 Credits | Spring 2023

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## INSTRUCTOR

**Brianna Blassneck, CMP**

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Preferred Method of Contact: **email or Canvas**

## OFFICE HOURS

Wednesday and Friday 10:30a-12p or by appointment

## MEETING TIME/LOCATION

MWF Period 3, 9:35a-10:25a  
FLG210

## COURSE DESCRIPTION

This course introduces students to the fundamentals of reaching and servicing the meetings, incentives, conventions, and exhibitions market from the perspective of the venue. Students will learn the roles of organizations and groups, strategies for marketing and selling to different group segments, negotiation and contract development, servicing groups after the sale and billing methods.

## PREREQUISITE KNOWLEDGE AND SKILLS

LEI3360 or HFT2750

## MATERIALS

### *Required*

Abbey, J.R. (2016). Convention Sales & Service, 9th Edition, Waterbury Press: Las Vegas, NV.

ISBN-10: 0-9620710-7-2

### *Additional Materials*

Additional (optional and required) readings will be assigned throughout the semester. These readings will be made available on Canvas to access.

## COURSE FORMAT

The course will include a combination of lectures, discussions, activities, quizzes, group learning projects and student presentations. **Attendance and active participation are essential to the nature of this course.** Guest speakers who will provide industry perspective. Each week will comprise of both lectures and active learning.

**Active Learning** - Students will break into groups to complete exercises based upon the course material (in class activities, study questions, Internet exercises, etc.). This time may also be used for students to work with their groups on course projects. Active Learning Assignments (ALA) will be given during the semester at random. **These assignments will be given during class time and account for 10% of your final grade, therefore it is highly encouraged that you attend all classes.**

## COURSE LEARNING OBJECTIVES:

By the end of this course, students will be able to:

- Describe the scope of the convention, meetings, and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
- Describe considerations in the organizational design of a sales department and outline how a sales office interfaces with other departments.
- Understand the characteristics of association, corporate and SMERF group meetings that are important for selling to each market.
- Apply different sales initiatives best to reach different group markets.
- Distinguish between the elements of a letter of agreement/contract.
- Apply knowledge of organizational roles to identify who should coordinate hotel service to groups, and the organizational relationships of the position of convention service manager.
- Understand the considerations needed when assigning rooms to meeting attendees, coordinating food and beverage, audiovisuals, and technology for events.
- Describe the typical function room furniture, meeting set-ups, and time and usage considerations for function rooms and be able to know which is best for different event type.
- Describe the functions of key trade show personnel and describe the elements of exhibit planning.
- Describe typical procedures for billing groups and for conducting a post-convention review.

## GRADING SCALE

The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). Feedback on assignments will be provided via Canvas. In accordance, a student's overall performance in this course will be graded as follows:

<i>Letter Grade</i>	<b>A</b>	<b>A-</b>	<b>B+</b>	<b>B</b>	<b>B-</b>	<b>C+</b>	<b>C</b>	<b>C-</b>	<b>D+</b>	<b>D</b>	<b>D-</b>	<b>E</b>
<i>Point Range</i>	<b>100-94</b>	<b>&lt; 94-90</b>	<b>&lt; 90-87</b>	<b>&lt; 87-84</b>	<b>&lt; 84-80</b>	<b>&lt; 80-77</b>	<b>&lt; 77-74</b>	<b>&lt; 74-70</b>	<b>&lt; 70-67</b>	<b>&lt; 67-64</b>	<b>&lt; 64-61</b>	<b>&lt; 61</b>
<i>GPA Points</i>	<b>4.00</b>	<b>3.67</b>	<b>3.33</b>	<b>3.00</b>	<b>2.67</b>	<b>2.33</b>	<b>2.00</b>	<b>1.67</b>	<b>1.33</b>	<b>1.00</b>	<b>0.67</b>	<b>0.00</b>

## ASSESSMENT SUMMARY

<b>Assessment Tool</b>	<b>Point Value</b>
<b>Introduction Post</b>	1 discussion post 10
<b>Course Plan</b>	1 assignment 10
<b>Active Learning Discussions</b>	10 assignments x 5 points each 50
<b>Quizzes</b>	5 module quizzes x 40 points each 200
<b>Site Visits</b>	2 site visits x 25 points each 50
<b>Module Assignments</b>	4 assignments x 25 points each 100
<b>Reflection of Course Plan</b>	1 assignment 10
<b>Final Presentation</b>	1 group presentation 50
<b>Total</b>	<b>480</b>

## ASSESSMENT OVERVIEW

### INTRODUCTION POST 10 PTS

The event industry relies on communication and connections. Introduce yourself to your peers via Canvas discussion board and start building your professional network now! Posts used to sort groups as needed.

### COURSE PLAN 10 PTS

One-page submission detailing your current understanding of course topic, what knowledge you hope to gain from the course, and goals you have for the term.

### ACTIVE LEARNING ACTIVITIES 50 PTS

Active Learning Activities provide an opportunity for students to discuss course topics and to demonstrate acquired knowledge through analysis and critique of industry topics, such as sales and meeting contracts, property press kits, convention press releases, banquet menus, sales strategies, etc. These assignments include small in-class activities, internet exercises, study questions, and case studies relevant to the course material.

- The class assignments will include both individual and group assignments.
- To receive credit for class participation, depending upon the model assignment, the student/group is required to:
  - Answer all questions as assigned; or
  - Analyze case study as assigned and present to class; or
  - Complete internet exercises as assigned and present to class; or
  - Work on group assignments in class and provide summary of meeting notes.
- The requirements for the assignments and due dates will be provided IN CLASS. **The assignments will be given out at random, therefore it is highly encouraged you attend all classes to receive full marks for the assignments.**
- Assignments will also be collected in class. If an assignment is not received in class on the due date, the student will receive a zero for that assignment.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

### MODULE QUIZZES 200 PTS

- There will be five (5) online quizzes, one for each module, to be taken outside of the scheduled class meeting time.
- Quizzes will be available at 10:30am on Friday morning and will be available until 11:59pm Monday night unless otherwise indicated. You will be given a 1-hour period to complete the quiz. Only 1 attempt will be allowed.
- Each quiz will consist of multiple choice, true and false, fill in the blank, and short answer questions.
- Quizzes are not cumulative.
- **Do not miss a quiz!** Make-up quizzes will be given only under the most serious circumstances (e.g., illness, accident, or emergency). Your reasons should be properly documented and may be verified. The instructor will follow the UF policy in deciding whether your circumstances grant a make-up.

### SITE VISITS 50 PTS

- You will be required to complete two site visits to convention hotel and event venues during the semester.
- In an effort not to burden the venues of the Gainesville area, your instructor will provide you the point of contact. This will be further discussed in class and explained via announcements in Canvas.
- **Since you are touring as a group, it is highly suggested that you select your venues early so a common time can be scheduled with your group and the venue professional.**
- Students will be provided with a discussion guide for the venue. Each group will complete and turn in one completed guide for 25 possible points. All members of each group will receive the same points.

## MODULE ASSIGNMENTS

100 PTS

Modules 2, 3, 4 and 5 will have a Module Assignment that incorporates the material covered in the Module. Instructions on each Module Assignment are provided in detail on Canvas. Feedback for assignments will be found in the submission document and rubric.

## REFLECTION OF COURSE PLAN

50 PTS

One-page submission reflecting on what you have learned throughout the course, what areas you would like to learn more about, and assessment of your course goals progress submitted at start of term.

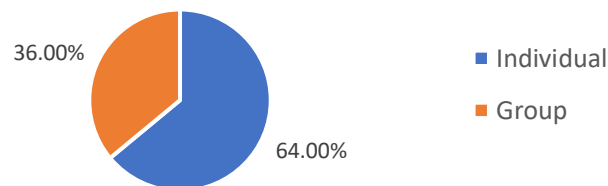
## FINAL PRESENTATION

50 PTS

Groups will be given a maximum of 10 minutes to present their Module Assignment work to their peers at the end of the term. Instructions for this presentation will be provided in class as well as on Canvas.

*Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.*

### Assignment Breakdown



## GROUP WORK

I empathize that group work presents challenges. However, in the event industry it is unavoidable. Most often you will be working with a team to complete a project or even a smaller task. This course is designed to help you prepare for those needed interpersonal skills to work in a team effectively. In this course you will have one group completing three tasks

1. **Module Assignments/Final Presentation** – You will be required to evaluate your team members after each assignment. These will present as opportunities to check-in with me should I need to intervene, but also serve as a mechanism to incentivize your team members to contribute fairly.
2. **Site Visit #1 Group** – Visit a venue in Gainesville together and fill out a Site Visit Discussion Guide. Coordination will be needed to schedule a site visit together and to complete the document. This assignment should not be strenuous – especially if you work together to delegate portions.
3. **Site Visit #2 Group** – Visit a venue in Gainesville together and fill out a Site Visit Discussion Guide. Coordination will be needed to schedule a site visit together and to complete the document. This assignment should not be strenuous – especially if you work together to delegate portions.

*\*\* A list of Gainesville venues will be provided to students. If there is a venue that is not listed that you would like to tour, you will need to email for approval. You may be asked to partner with someone else if they too are interested. Similarly, if you have a venue you would like to tour outside of Gainesville to complete the project you will need to email me for approval.*

**I will make myself available to assist you in navigating group projects throughout the course. Do not hesitate to reach out if you have any concerns!**

## COURSE SCHEDULE *(subject to change)*

Due date times are 11:59p unless otherwise specified.

Date	Day	Class Topics	Assignments
<b>Module 1: Introductory Module – Chapter 1</b> <b>Weeks 1-2. January 9 – Jan 20</b> In the Introductory Module, students will be introduced to the MICE industry from the perspective of the venue. This introduces students to industry terms, organizations involved in managing group events, meeting types and the types of organizations that hold meetings, different facility offerings and current trends in the MICE industry.			
Jan 9	M	Course Introduction	
Jan 11	W	Current Status of Industry	
Jan 13	F	Who is holding meetings? Terminology of Meetings	
Jan 16	M	<b>MLK Jr. Day; No Class</b>	<b>Intro Post &amp; Course Plan Due 1/17</b>
Jan 18	W	Types of Meeting Facilities	
Jan 20	F	Trends in Industry	10:30a Module 1 Quiz Opens
<b>Module 2: Role of Organizations and Groups in MICE Events – Chapters 2 &amp; 3</b> <b>Weeks 3-5. January 23 – February 10</b> In The Role of Organizations and Groups in MICE Events, students will learn the various roles that are necessary for a MICE event to function, the different groups that MICE events cater to and the organizational format of a sales office from a venue perspective.			
Jan 23	M	Sales v. Marketing Marketing Plan Step 1) Market Research	<b>Module 1 Quiz Closes</b>
Jan 25	W	Marketing Plan Step 2) Target Market/Positioning	
Jan 27	F	Marketing Plan Step 3) Objectives/Action Plan	
Jan 30	M	Guest Speaker TBD	
Feb 1	W	Marketing Plan Step 4) Implementation	
Feb 3	F	Sales Office Organization Structure	
Feb 6	M	Managing Sales	
Feb 8	W	Managing Sales	
Feb 10	F	Sales Records and Filing Systems	10:30a Module 2 Quiz Opens <b>Module 2 Assignment Due</b>
<b>Module 3: Reaching and Selling to Different Group Markets – Chapters 4-7 &amp; 9</b> <b>Weeks 6-8 February 13 – March 3</b> In Reaching and Selling to Different Group Markets, students will go into depth of each MICE group market, including their characteristics, different types, importance, how to reach each market and sell to each market. Students will also learn sales techniques including cold-calling, telephone sales, trade show selling and site inspections. Students will become knowledgeable on important negotiating skills from the perspective of the venue. They will learn the important terms relevant to drafting contracts for MICE events and apply these terms by drafting an event contract.			
Feb 13	M	Module 2 Review	<b>Module 2 Quiz Closes</b>
Feb 15	W	Selling the Association Market	
Feb 17	F	Selling the Corporate Market	
Feb 20	M	Selling Other Markets	
Feb 22	W	Selling Meetings	
Feb 24	F	Negotiations and Contracts	<b>Site Visit #1 Due</b>
Feb 27	M	Negotiations and Contracts	

Mar 1	W	Guest Speaker TBD	
Mar 3	F	Module 3 Review	10:30a Module 3 Quiz Opens <b>Module 3 Assignment Due</b>
<b>Module 4: Servicing the Event – Chapters 10-15</b>			
<b>Weeks 9-12. March 6 – April 7</b>			
In Servicing the Event, students will move from trying to obtain group business to understanding how to service the groups once they have obtained their business.			
Mar 6	M	Service Function	<b>Module 3 Quiz Closes</b>
Mar 8	W	Guest Rooms	
Mar 10	F	<b>Group Work Day – No Class</b>	
		<b>Spring Break</b>	
Mar 20	M	Preparing for the Event	
Mar 22	W	Function Rooms and Meeting Setups	
Mar 24	F	Function Rooms and Meeting Setups	
Mar 27	M	Food and Beverage	
Mar 29	W	Food and Beverage	<b>Site Visit # 2 Due</b>
Mar 31	F	Guest Speaker TBD	
Apr 3	M	Audiovisual	
Apr 5	W	Admission and Details	
Apr 7	F	Module 4 Review	10:30a Module 4 Quiz Opens <b>Module 4 Assignment Due</b>
<b>Module 5: Post-Convention Topics – Chapters 16-18</b>			
<b>Weeks 13-15. April 10 – April 26</b>			
In Post-Convention Topics, students will learn how to track costs and prepare the final billing for the group. Students will also learn the importance of measuring event effectiveness and maintaining group business long-term.			
Apr 10	M	Exhibits and Tradeshow	<b>Module 4 Quiz Closes</b>
Apr 12	W	Exhibits and Tradeshow	
Apr 14	F	Relationship Management	
Apr 17	M	Billing/Post-Con	
Apr 19	W	Current Status of Industry/Course Review	
Apr 21	F	Presentations	10:30a Module 5 Quiz Opens <b>Module 5 Assignment Due</b>
Apr 24	M	Presentations	<b>Module 5 Quiz Closes</b>
Apr 26	W	Presentations	
Apr 27-28	R-F	<b>Reading Days; No Class or Assignments Due</b>	
May 1	M	<b>Reflection of Course Plan Due</b>	

## Course & University Policies

### COURSE POLICIES

Students are expected to be professional, which requires them to:

- Actively participate. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to assignments, readings, and due dates.
- Be prepared. Students are required to read all assigned materials.
- Be courteous and respectful to your peers and the instructor.

If students disrupt the class, they will be asked to leave. Disruptive behavior includes:

- Participating in side conversations which are irrelevant to the class subject during class.
- Creating a hostile environment.
- Reading materials irrelevant to the class subject, including reading the newspaper, using your cell phone for any reason, or your laptop for any reason other than taking notes.
- Using cell phones and computers during class for non-class related tasks.
- Working on assignments for another class.
- Leaving the classroom early and arriving late, especially habitually and without a legitimate excuse.

### ATTENDANCE POLICY

While there is no roll call for attendance, attendance to all classes is highly encouraged. As explained above, you will be given 10 Active Learning Assignments during class at random, these 10 assignments will total 10% of your final grade. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the University's policies and can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the due date. Documentation must be provided to the instructor for an excused absence. Excused absences include, but are not limited to, personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion.

### DEMEANOR OR NETIQUETTE

Students are expected to behave in a manner that is respectful to the instructor and to fellow students in all email messages, threaded discussions, chats, or any form of communication. Opinions held by other students should be respected in discussion forums. Review the Netiquette Guide for Online Courses for expected student behavior.

### LATE ASSIGNMENT POLICY

Assignments must be submitted by the deadline posted by the instructor. A penalty will be enforced if students fail to submit an assignment by the deadline.

- Assignments received within 24 hours after the posted deadline will receive an automatic 10% deduction.
- Assignments received within 48 hours after the posted deadline will receive an automatic 20% deduction.
- Assignments received 48 hours after the posted deadline will receive a zero.

### QUIZ POLICIES

Students will complete quizzes at the end of each Module. Quizzes will be made available on Canvas on 10:30am Friday morning until 11:59pm Monday night, unless otherwise indicated. Students can take quizzes at any time

during this period. It is the responsibility of the student to ensure they have access to the Internet and appropriate technology (computer, tablet, etc.) during this period to take the quiz. Due to the length of time students have to complete the quiz, there will be no make-up quizzes provided. Therefore, it is the responsibility of the student to ensure they do not miss a quiz. If students have any inquiries about quizzes after initial grading, please contact the instructor.

## **EMAIL**

Each of you has a UF email address. It is vital that you maintain an active UF email account and that you check it often. This tentative syllabus is subject to change, and any changes will be transmitted to you via your UF email account and Canvas (see below). Students should email the instructor if they have questions about any of the lectures, readings, assignments, or exams. You should expect a response within about 24-48 hours during weekdays. On holidays or weekends, expect a response in 1-2 business days. The instructor will reasonably expect similar time frames for responses to emails sent to students.

## **EXTRA CREDIT OPPORTUNITIES**

Any extra credit opportunities will be announced via Canvas in the course shell. It is recommended to visit the announcements tab occasionally to ensure you do not miss important information.

## **UNIVERSITY HONESTY POLICY**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

## **STUDENTS REQUIRING ACCOMMODATIONS**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## **SOFTWARE USE**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.



## PRIVACY

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized sharing of recorded materials is prohibited.

## IN CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## Resources

The University of Florida has support services available for all students. If you need additional support, you are encouraged to reach out to your instructor.

### COUNSELING AND WELLNESS CENTER

Offers services and resources related to a variety of personal concerns, including but not limited to test-related stress, anxiety and depression, substance use, relationships, and sexual orientation and gender. All services are confidential. If a student is having a mental health emergency, they may call 352-392-1575 to speak to a crisis counselor. Additional contact information: 3190 Radio Road, (352) 392-1575. More information can be found at <http://counseling.ufl.edu>.

### OFFICE OF VICTIM SERVICES

Recognizes that few events, if any, that may occur in one's life can compare to the potentially traumatizing effects of being a victim of a crime. A victim advocate is available 24/7 to provide support for victims of actual or threatened violence. All services are free and confidential. You can speak to an advocate directly by calling 352-392-5648 during business hours (M-F, 8:00 a.m. – 5:00 p.m.) or 24/7 by calling the University Police Department's Dispatch Center at 352-392-1111. More information can be found at <https://police.ufl.edu/about/divisions/office-of-victim-services/>.

### GATORWELL HEALTH PROMOTION SERVICES

Is UF's campus health promotion department. Services include HIV testing, Quit Tobacco coaching, Wellness Coaching for Academic Success, Health Huts, and various other outreach/educational events. GatorWell also provides free condoms and other sexual health resources to students. Visit one of their three campus locations including their main location on the First Floor of the Reitz Union. More information can be found at <http://gatorwell.ufsa.ufl.edu/>.

### UF COMPUTING HELP DESK

Is available to help students with technical issues, including CANVAS. You can call the UF Help Desk 24/7 at 352-392-HELP. More information can be found at <http://helpdesk.ufl.edu/>.

### U MATTER, WE CARE

Is an initiative committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if someone is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu). More information can be found at <http://www.umatter.ufl.edu/>.

### CAREER CONNECTIONS CENTER

Can help you across the lifespan of your career and is located on the First Floor of the Reitz Union. More information can be found at <https://career.ufl.edu/>.

### INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY RESOURCES

For suggestions or concerns related to IDEA, please reach out to any of the following:

- Daniel Rogers, THEM IDEA Representative, [dcrogers@ufl.edu](mailto:dcrogers@ufl.edu)
- Dr. Heather Gibson, THEM Undergraduate Coordinator, [hgibson@hhp.ufl.edu](mailto:hgibson@hhp.ufl.edu)