UF | Department of Tourism, Hospitality and Event Management
College of Health and Human Performance
UNIVERSITY of FLORIDA

Convention Sales and Service

HFT4517 | 3 Credits | Fall 2024
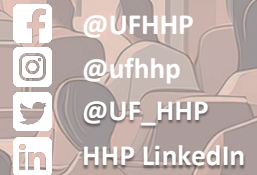
INSTRUCTOR	**Brianna Blassneck, CMP**
	Office: FLG206i Office Phone: 352-294-1680
	Email: bblassneck@ufl.edu
	Preferred method of contact: **email or Canvas**
OFFICE HOURS	Monday and Wednesday: 9:30a - 11:00a (or by appointment)
MEETING TIME/LOCATION	Online, asynchronous

COURSE DESCRIPTION

This course introduces the mechanics of event sales and operations from the venue's perspective. As such, students will receive practical training on the process of fostering a sales lead into definite business and how that contract is subsequently fulfilled. Emphasis is placed on mastering the event sales procedures, effective contract authoring/negotiation, detailed internal and external documentation for event services, billing procedures, and post-event evaluation.

PREREQUISITE KNOWLEDGE AND SKILLS

LEI3360 or HFT2750

MATERIALS

Required Text

Rodgers, T. & Wynn-Moylan, P. (2022). *Conferences and conventions: A global industry* (4th ed.). Routledge. https://doi.org/10.4324/9781003298953 ISBN: 978-1-003-29895-3 (e-book), ISBN: 978-1-032-28880-2 (print)

Additional Materials

Additional readings will be made available on Canvas to access.
Content for lecture materials utilizes information from text below (not required for students to purchase).
Abbey, J.R. (2016). *Convention Sales & Service* (9th ed.)., Waterbury Press: Las Vegas, NV.
ISBN-10: 0-9620710-7-2

COURSE FORMAT

This course uses a combination of web-based video material/lectures, online student discussion activities, and assigned readings. Course materials and submissions are to be completed online via Canvas course shell. Course Website: http://elearning.ufl.edu

COURSE LEARNING OBJECTIVES:

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

- Describe the scope of the meetings, expositions, events, and conventions (MEEC) industry in terms of types of meetings, who holds meetings, emerging types of meeting facilities, and current trends.
- Illustrate how technology has transformed the MEEC industry and explain technological tools applicable to venue sales and service procedures.
- Understand considerations in venue sales department organization and outline how a sales office interfaces with other departments within the venue.
- Distinguish the characteristics of association, corporate, and SMERF meetings that are important for selling to each market.
- Modify sales procedures to effectively reach varied market segments.
- Simulate a site visit and articulate whether the venue fits event and group needs.
- Explain key considerations when assigning guest room blocks, reserving function space, coordinating food and beverage/audiovisuals, and managing other ancillary services.
- Prepare a sales lead sheet, contract agreement, group resume, banquet event order (BEO), and floor plan.
- Identify typical function room furniture, meeting set-ups, and usage considerations for function rooms and effectively allocate resources to fit client needs.
- Discuss the functions of key trade show personnel and determine key elements relevant to the venue.
- Differentiate between a pre-convention and post-convention meeting and their essential functions.
- Explain typical procedures for billing groups and for conducting a post-event evaluation.
- Illustrate how to manage the client relationship post-event.

GRADING SCALE

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

Letter Grade	A	B+	B	B-	C+	C	C-	D+	D	D-	E
Percentage Range	100-90	< 90-87	< 87-84	< 84-80	< 80-77	< 77-74	< 74-70	< 70-67	< 67-64	< 64-61	< 61
GPA Points	4.00	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

ASSESSMENT SUMMARY

Assessment Tool		Point Value
Lecture Quizzes	5 modules x 10 points each	50
Module Readings	5 modules x 20 points each	100
Active Learning Discussions	3 ALDs x 10 points each	30
Module Quizzes	5 module quizzes x 40 points each	200
Site Visits	2 site visits x 25 points each	50
Module Assignments	11 assignments x 10 points each	110
Final Presentation	1 recording x 20 points	20
Total		560

ASSESSMENT OVERVIEW

LECTURE QUIZZES   50 PTS

Each learning Module will have 10 quiz questions total nestled within lecture videos utilizing PlayPosit. To earn credit, students will need to review lecture videos and participate in the questions as they appear. These will help assess the extent to which students are understanding course material. This can also serve as a tool for students to gauge what content requires more of their attention.

MODULE READINGS   100 PTS

Once students purchase their online access code to their textbook, they will then be able to enter this information to the Perusall tab within the Canvas course. Here, students will be able to navigate through the course material. Perusall is utilized for course-required readings to improve overall comprehension of concepts presented and to allow for additional collaboration and exchange of ideas amongst peers and their instructor. As you read, or after your read (whichever is best for your learning-style), you will need to make three high-quality annotations. In-depth instructions provided in assignment tab.

ACTIVE LEARNING DISCUSSIONS   50 PTS

Active Learning Discussions (ALD) provide an opportunity for students to discuss course topics amongst one another and to demonstrate acquired knowledge through analysis and critique of industry topics. These discussions may include case studies, debates, internet exercises, or small activities relevant to the course material.

The discussions require both an initial post responding to the discussion prompt and a response post to a classmate. Students should be proactive and respond to the discussion prompt early to provide time for their classmates to contribute and add to their portion of the discussion before the deadline. Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

MODULE QUIZZES   200 PTS

Module Quizzes are provided at the end of each learning module to assess the comprehensive understanding.
- There will be five (5) online quizzes, one for each module.
- Quizzes will be available at 12:00am 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.
- 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

Students will be given the opportunity to coordinate with professionals in industry by scheduling a Site Visit (two separate times). While the course is concerned with the venue perspective, you will be playing the role of a planner for your Site Visit, so you can observe how these are conducted. The notes generated from your Site Visit will be compiled into a professionally formatted submission which culminates in you offering an opinion on the venue and how it does/does not meet the needs of the mock event group you've selected for the assignment.
- You will be required to complete two site visits to convention hotel and event venues during the semester.
- You will need to find two properties easily accessible to you that cater to **group business**. You should reach out to the property's Convention Services Manager or Convention Sales Manager to provide you with a tour and information about the property.
- **Disclose that this is for a course submission.** Do not give the impression that this is a real event that they are attempting to convert to business.

- **It is highly suggested that you select your venues well ahead of time to schedule your site visits before the deadlines.**
- You will need to complete the site visit discussion guide assignments based on your visit at each property.
- Each site visit is worth 25 points.

MODULE ASSIGNMENTS   100 PTS

Modules 2, 3, 4 and 5 will have various Module Assignments that have students implementing the material covered throughout the Module with a venue of their choice and later, an event group of their choosing. While these are separate assignments, the students are choosing ONE venue to work with for the duration of the term. Thus, great care should be taken at the beginning of the term to determine a venue that serves (1) the interest of the student and (2) has accessible material (online or via sales team) for the purposes of submission. Instructions on each Module Assignment are provided in detail on Canvas. Feedback will be provided throughout the document submitted as well as the rubric. Students are expected to review this feedback to improve their future submissions.

FINAL PRESENTATION   20 PTS

Record a video presenting your work completed from your Module Assignments. This video should be no longer than 10 minutes in length. Instructions found 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.

COURSE SCHEDULE *(subject to change)*

Due date times are 11:59p unless otherwise specified

* Denotes deviation from pattern of due dates as result of university academic calendar

Module	Topics	Materials	Assignments
Orientation Module *Get Acquainted with the Course*	Course FAQs Introductions	Canvas Shell Syllabus	Intro Discussion Post **8/28** Course Orientation Quiz **8/28**
Weeks 1-2 **Module 1: Foundational Topics** *Supply for the Demand*	MEEC Terminology Types of Facilities Industry Impacts/Trends	Chapter 1 – pp. 10-32 Chapter 2 – pp. 41-45; 58-64 Chapter 8 - pp. 220-224, 229-237 Chapter 14	ALD #1 **8/29 & 9/1** Module 1 Readings **8/29** Module 1 Quiz **9/3***
Weeks 3-4 **Module 2: Knowing your Product** *Venue Considerations*	Marketing Plan Sales Office Structure Managing Sales	Chapter 3 Chapter 4 - pp. 109-117; 128-146 Chapter 5 - pp. 147-151; 155-161	Mod 2.1A **9/6** Module 2 Readings **9/12** Mod 2.2A **9/13** Module 2 Quiz **9/16**
Weeks 5-8 **Module 3: Securing Business** *Making the Sale*	Selling to Associations Selling to Corporate Groups Selling to Other Markets Negotiations and Contracts	Chapter 6 - pp.162-188; 195 Chapter 10 - pp. 270-275; 284	ALD #2 **9/19 & 9/22** Mod 3.1A **9/20** Mod 3.2A **9/26** Site Visit #1 **10/4** Module 3 Readings **10/10** Mod 3.3A **10/11** Module 3 Quiz **10/14**
Weeks 9-13 **Module 4: Servicing Business** *Fulfilling your Contract*	Service Department Guestrooms, Admissions and Other Details Food and Beverage (F&B) Function Rooms Event Setups Audiovisual (A/V)	Chapter 9 - pp. 238-244; 247-260 Chapter 11 Chapter 13	ALD #3 **10/17 & 10/20** Mod 4.1A **10/25** Site Visit #2 **11/1** Mod 4.2A **11/8** Module 4 Readings **11/14** Mod 4.3A **11/15** Module 4 Quiz **11/18**
Weeks 14-15 **Module 5: Post-Event Topics** *Finishing Strong*	Billing Post Con Relationship Management	Chapter 12	Mod 5.1A **11/20** Mod 5.2A **11/22** Mod 5.3A **12/4** Module 5 Readings **12/7** Module 5 Quiz **12/10***
Week 16 **Final Presentation** *Putting it all Together*	Previous Assignment Submissions/Feedback		Final Presentation Recording **12/12**

Weeks 1-2. Module 1: Foundational Topics – *Supply for the Demand*

In this module you will be introduced to the MEEC industry through the lens of the venue, which is housed underneath the broader category of supplier. Key terminology and market segments are presented as well as a contextual overview of the industry at large: the broader implications to economics, local communities, and the environment. This industry is highly susceptible to change, which requires a discussion on current trends and opportunities as we progress forward. This module will "set the scene" for following modules that will continue to build on one another. Describe the scope of today's meetings market, including the various types of meetings hosted by the convention and meetings industry

- Describe the scope and status of the meetings, expositions, events, and conventions (MEEC) industry.

- Restate industry terminology applicable to venues and their event functions.
- Explain what markets book function space.
- Give examples of various meeting facilities.
- Discuss current trends and technologies of the MEEC industry and their broader impacts.
- Summarize technologies utilized by venue professionals in their operations.

Weeks 3-4. Module 2: Knowing your Product – *Venue Considerations*

In the Knowing your Product Module, you'll better understand the personnel functions within a venue and how this contributes to the event facilitation process. We cover how these internal teams may be structured differently, but how the marketing and sales initiatives work together to elicit business for the property.

- Name the differences between sales and marketing.
- Define types of organizations hosting events and their key characteristics.
- Explain the value of a marketing plan and what this includes.
- Describe how market research is conducted to complete a marketing plan.
- State how properties position themselves on the market and implement their marketing plans.
- Name the roles of sales and marketing staff and outline their job responsibilities.
- Illustrate how regional and national sales offices or independent hotel representatives assist in securing business for the property.
- Comprehend how sales team efforts are delegated and documented.
- Paraphrase how sales efforts are evaluated.
- Differentiate types of filing systems and technological applications assisting in information management.

Weeks 5-8. Module 3: Securing Business – *Making the Sale*

In the Securing Business Module, students will learn in-depth about the various markets hosting events: their characteristics and ultimately how to reach/sell to each. Securing business to your property is not one size fits all! The module covers the various strategies sales professionals utilize to bring business to their venue. You will learn about the importance of negotiation from the venue perspective and what can be persuasive to different clientele. Finally, students will be introduced to contract terminology and understand how to apply them effectively to generate an agreement that protects the financial interests of your property.

- Explain the inherent conflict of the planner's motivations and the venue's financial interests.
- Articulate methods to probe potential clients for more information.
- Categorize the factors different market segment planners consider when deciding on their host venue.
- Distinguish varied techniques for generating sales leads.
- Recall the diverse strategies for communicating with sales leads.
- Outline the steps of a sales pitch.
- Understand how to conduct a site visit.
- Predict potential revenue of group business.
- Report how negotiations will vary depending on the group needs and potential incoming revenue.
- Differentiate between a RFP, hold, and contract.
- Name crucial components included in a contract and their importance.
- Produce an informed opinion on whether your site visit venue was fitting for your group event needs.

Weeks 9-13. Module 4: Servicing the Business – *Fulfilling your Contract*

In Servicing the Business Module, we move away from topics surrounding how to earn business/secure contracts, to what needs to transpire once the business has "gone definite" i.e. the property has a signed contract. As mentioned previously, this process may vary from property to property due to the size of the facility, the frequency of event bookings, etc. However, most often this is when the sales department

connects the client with their colleagues whose function is to execute the events on property. This portion of the process is typically most extensive, with various individuals working harmoniously to ensure the client has a positive experience. Unsurprisingly then, we will utilize a large part of the semester to discuss these various action items and the corresponding documentation required.

- Summarize how the transition between the sales team and the service team is handled responsibly.
- Describe factors that influence how staff assigns function space onsite.
- Restate the various departments contributing to servicing an event on property.
- Differentiate the characteristics of a group resume, banquet event order (BEO), and floor plan/site plan.
- Interpret group needs and employ the appropriate resources to accommodate them.
- Prepare a group resume, banquet event order (BEO), and floor plan/site plan for your mock event.
- Explain the importance of good check-in/check-out procedures.
- Facilitate the management of function rooms, including recalling types of function space layouts, naming appropriate break-down procedures, and defining methods to monitor usage.
- List different types of food service and service-related issues for functions.
- Classify types of audiovisual equipment and their uses.
- Report the impact that union regulations may have on the operation of audiovisual services.
- Outline the elements of exhibit planning, including the duties and responsibilities of key trade show and exhibit personnel.
- Articulate registration procedures, types of admission systems, and other crowd management considerations for meetings and name potential security issues.
- Produce an informed opinion on whether your site visit venue was fitting for your group event needs.

Weeks 14-15. Module 5: Post-Event Topics – *Finishing Strong*
In the Post-Event Topics Module, we discuss what transpires once the event goers leave the property. In other words, the work is not yet done. For departments like accounting, the work has just started! Thus, this module covers how to successfully wrap-up an event, how to evaluate your performance, and how to continue to foster the relationship with this client so that you can increase the potential for repeat business.

- Describe how properties proceed with the billing process.
- Explain conducting an internal and external post-convention review.
- Convert client concerns to opportunities for improvement.
- Articulate the importance of maintaining communication with clients after the event has ended.
- Summarize the coordinated effort across departments to ensure a successful closing procedure.

Week 16. Final Presentation – *Putting it all Together*
For your final presentation, you are tasked with putting all that you've learned this term into one concise, but descriptive, presentation. Each role within venue management requires an ability to speak effectively in public settings, to format information professionally, and to express large amounts of information in an easily consumable way. This recorded presentation allows you to build on each of those skills. In addition, you are working on some basic audiovisual components as you record and manage your presentation. Be sure to think about your audience and ensure that your face is well-lit/framed and that your audio levels are sufficient.

- Evaluate the work completed throughout the semester and communicate the relative importance.
- Prioritize key items and disclose that information effectively.
- Organize ideas that translate to an engaging virtual recording.
- Simulate a virtual presentation.

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.

ATTENDANCE POLICY

Online learning can present significant challenges, particularly to individuals who are not self-starters or those who do not possess good time-management skills. The online classroom is available 24 hours a day.

Unlike traditional instructional settings in which each student gets the same class, the online setting means that every student will participate in the course that they choose to experience. This type of instruction should be more adaptable to a variety of learning styles. Everyone learns differently, so prescribing a "best" approach is difficult. However, you should note that this course is not self-paced. You are expected to adhere to the course calendar and timeline.

That said, sometimes personal circumstances arise that may interfere with the ability to meet a deadline. **If such an event does happen, please let the instructor know as soon as possible. Proactive communication that informs the instructor of potential conflicts ahead of time will be met with more receptivity than retrospective requests for extensions without a compelling rationale.**

Requirements for 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

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 12:00am 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 provided to

students, there will be no make-up quizzes provided. Therefore, it 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.

USE OF AI

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E) on assignments in this course **if that use is properly documented and credited** (both in-text and references section). Use of these tools should not be in replace of original work/ideas, but rather can complement the student in their pursuit of a high-quality submission. ***The instructor reserves the right to request a one-on-one meeting at will to discuss submitted works for verification of thoughts presented as original. If the student fails to accept the meeting request or does not convey adequate knowledge of material presented, this will be reported to the Dean of Students Office.*** See *University Honesty Policy* below.

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

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 as 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. 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
- Dr. Giulio Ronzoni, THEM Undergraduate Coordinator, giulio.ronzoni@ufl.edu

PRIVACY AND ACCESSIBILITY POLICIES OF TOOLS FOR COURSE

The privacy and accessibility policies of each tool you may use for the course are noted below for reference:
- **Adobe**
  Privacy Policy: https://www.adobe.com/privacy/policy.html
  Accessibility Policy: https://www.adobe.com/trust/accessibility.html
- **Instructure (Canvas)**
  Privacy Policy: https://www.instructure.com/policies/product-privacy-policy
  Accessibility Policy: https://www.instructure.com/products/canvas/accessibility
- **Microsoft**
  Privacy Policy: https://privacy.microsoft.com/en-us/privacystatement
  Accessibility Policy: https://support.microsoft.com/en-us/office/accessibility-tools-for-microsoft-365-b5087b20-1387-4686-a0a5-8e11c5f46cdf?activetab=pivot_1%3Aprimaryr2
- **Perusall**
  Privacy Policy: https://app.perusall.com/legal/privacy
  Accessibility Policy: https://support.perusall.com/hc/en-us/articles/360033993894-Accessibility-statement
- **PlayPosit**
  Privacy Policy: https://api.playposit.com/privacy/
  Accessibility Policy: https://go.playposit.com/accessibility
- **Sonic Foundry (Mediasite Streaming Video Player)**
  Privacy Policy: https://sonicfoundry.com/privacy-policy/
  Accessibility Policy: https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf
- **YouTube (Google)**
  Privacy Policy: https://policies.google.com/privacy
  Accessibility Policy: https://support.google.com/youtube/answer/189278?hl=en
- **Zoom**
  Privacy Policy: https://explore.zoom.us/en/privacy/
  Accessibility Policy: https://www.zoom.com/en/accessibility/