HFT 4517 – Convention Sales and Service

University of Florida
Department of Tourism, Hospitality and Event Management
Fall 2021

Instructor
Brianna Blassneck

Email
bblassneck@ufl.edu

Office Hours
Wednesday & Friday: 9:30a-11:30a
or by appointment

Office Location
FLG 206i

Class Times
MWF 8:30a – 9:20a

Class Location
FLG 210 (Florida Gym)

Department Chair
Rachel Fu, PhD

Email
racheljuichifu@ufl.edu

Course Description

This course introduces students to the fundamentals of reaching and servicing the meetings, incentives, conventions, and exhibitions (MICE) market from the perspective of the venue. Throughout this course, students will learn the roles of organizations and groups (planners and suppliers), strategies for marketing and selling to different group segments, negotiation and contract development, and servicing groups after the sale (i.e., food and beverage service, guest rooms, meeting and function rooms, registration, and security). Methods for tracking costs, billing and measuring event effectiveness are also outlined.

Course 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 or a 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.

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 and empirical perspective, as well as application may join the class during the term. 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.

Readings from articles and the required text will be assigned throughout the semester. It is important to keep up with the assigned readings to enhance your understanding of the course content.

Required Textbook

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

Additional Materials

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

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). In accordance, a student's overall performance in this course will be graded as follows:

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

Assessment Summary

Assessment Tool		% Value (Pt Value)
Active Learning Discussions	10 assignments x 5 points each	10% (50 pts)
Quizzes	5 module quizzes x 40 points each	40% (200 pts)
Site Visits	2 site visits x 25 points each	10% (50 pts)
Module Assignments	3 assignments x 25 points each	15% (75 pts)
Final Paper	group paper (100) and presentation (25)	25% (125 pts)
Total		**100% (500pts)**

Assessment Overview

ACTIVE LEARNING ACTIVITIES 10% (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, presentations and case studies relevant to the course material.

- The class assignments will include both individual and group assignments
- In order 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 40% (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 9:30am on Friday morning and will be available until 11:59pm Monday night. You will be given a 1-hour time 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.
- Each question is worth 1 point for a total of 40 possible points for each quiz.
- 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 10% (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, we will utilize discussion boards via Canvas to group students for a particular venue for site #1 and site #2. The 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 15% (75 PTS)

Modules 2, 3 and 4 will have a Module Assignment that incorporates the material covered in the module. These are group assignments and will go toward the final course project. Specifically, Module 2 assignment will be Part 1 of the final assignment. Module 3 assignment will be Part 2 of the final assignment. Module 4 Assignment will be part 3 of the final assignment. Content obtained in Module 5 will be incorporate into the final assignment but will not require a separate assignment on its own due to time constraints nearing the end of the semester. Instructions on each Module Assignment are provided in detail on the course website (Canvas). These assignments will be graded and returned so that students can make changes based on instructor feedback to submit for the final course project. Students who resubmit assignments without incorporating instructor feedback will receive point deductions.

FINAL PAPER & PRESENTATION 25% (125 PTS)

This assignment will be completed over the course of the semester. The final paper will include the revised Module Assignments as well as any additional information that is covered in Module 5. Full project details will be discussed at the beginning of the semester as well as provided on the course website (Canvas).

Course Schedule ***(subject to change)*** Due date times are 11:59pm unless otherwise specified.

Date	Day	Class Topics	Assignments
Module 1: Introductory Module – Chapter 1 **Weeks 1-2. August 23 – September 5** 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.			
Aug 23	M	Course Introduction	
Aug 25	W	Current Status of Industry	
Aug 27	F	Who is holding meetings? Terminology of Meetings	
Aug 30	M	Types of Meeting Facilities	**Site Visit Preference Post**
Sep 1	W	Trends in Industry	
Sep 3	F	Future of MICE Industry Guest Speaker – Jessie States, CMP, CMM, Vice President, MPI Academy	9:30a Module 1 Quiz Opens
Module 2: Role of Organizations and Groups in MICE Events – Chapters 2 & 3 **Weeks 3-5. September 6 – September 26** 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.			
Sep 6	M	**Labor Day; No Class**	**Module 1 Quiz Closes**
Sep 8	W	Sales v. Marketing Marketing Plan Step 1) Market Research	
Sep 10	F	Marketing Plan Step 2) Target Market/Positioning	
Sep 13	M	Marketing Plan Step 3) Objectives/Action Plan	
Sep 15	W	Marketing Plan Step 4) Implementation	
Sep 17	F	Sales Office Organization Structure	
Sep 20	M	Managing Sales	
Sep 22	W	Sales Records and Filing Systems	
Sep 24	F	Guest Speaker – Shafi Watkins, Area Sales Manager, Marriott International	9:30a Module 2 Quiz Opens **Module 2 Assignment Due**
Module 3: Reaching and Selling to Different Group Markets – Chapters 4-7 & 9 **Weeks 6-8 September 27 – October 17** 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.			
Sep 27	M	Selling the Association Market	**Module 2 Quiz Closes**
Sep 29	W	Selling the Corporate Market	

Oct 1	F	Guest Speaker – Robert Turner, Jr., Executive Vice President and Managing Director at MJM Innovations	
Oct 4	M	Selling Other Markets	**Site Visit #1 Due**
Oct 6	W	Selling Meetings	
Oct 8	F	**Homecoming; No Class**	
Oct 11	M	Negotiations and Contracts	
Oct 13	W	Negotiations and Contracts	
Oct 15	F	**No Class Meeting – Group Workday**	9:30a Module 3 Quiz Opens **Module 3 Assignment Due**

Module 4: Servicing the Event – Chapters 10-15
Weeks 9-12. October 18 – November 14
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.

Oct 18	M	Service Function	**Module 3 Quiz Closes**
Oct 20	W	Guest Rooms	
Oct 22	F	Preparing for the Event	
Oct 25	M	Function Rooms and Meeting Setups	
Oct 27	W	Function Rooms and Meeting Setups	
Oct 29	F	Guest Speaker – Rochelle Trygar, Area Director of Sales, Peachtree Hospitality Management	
Nov 1	M	Food and Beverage	**Site Visit #2 Due**
Nov 3	W	Food and Beverage	
Nov 5	F	Audiovisual	
Nov 8	M	Audiovisual	
Nov 10	W	Admission and Details	
Nov 12	F	Exhibits and Tradeshows	9:30a Module 4 Quiz Opens **Module 4 Assignment Due**

Module 5: Post-Convention Topics – Chapters 16-18
Weeks 13-15 November 15 – December 5
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.

Nov 15	M	Review of Module 4	**Module 4 Quiz Closes**
Nov 17	W	Billing	
Nov 19	F	Post-Con	
Nov 22	M	Maintaining the Relationship	
Nov 24	W	**Thanksgiving Break; No Class**	
Nov 26	F	**Thanksgiving Break; No Class**	
Nov 29	M	Course Review	

Dec 1	W	Current Status of Industry	
Dec 3	F	**No Class Meeting – Group Workday**	9:30a Module 5 Quiz Opens
Dec 6	M	Presentations	**Module 5 Quiz Closes**
Dec 8	W	Presentations	**Presentation in Canvas**
Dec 9-10	R-F	**Reading Days; No Class or Assignments Due**	
Dec 15	W	**Final Paper Due**	

Additional Information

University Fall Semester 2021 COVID-19 Policies and Guidelines

In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

If you are not vaccinated, get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.

You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.

Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class. Hand sanitizing stations will be located in every classroom.

If you sick, stay home and self-quarantine. Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.

Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

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.
- 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.

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.

Attendance Policy

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.

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 9:30am Friday morning until 11:59pm Monday night. 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 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.

Recordings and Notes

It is not permitted to sell notes or recordings from this class without written consent of the instructor. Nor are students permitted to disseminate recordings of the instructor lecturing or post copies of assignments or exams on the internet.

UF Online Class Policy for Fall 2021:

Our class sessions may be audio visually recorded for students in the class to refer 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 recording and unauthorized sharing of recorded materials is prohibited.

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.

Course Evaluation

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/.