Subject Name: Meeting Management

Subject Code: HTM3140

No. of Credits: 3 credits

Total Contact Hours: 42 hours

Prerequisite: None

Subject Description
The overall objective is to provide students with an understanding of the convention and meeting industry in general, and the specific skills and steps required in planning, organizing and managing innovative meetings and conventions in particular. The subject will develop students’ awareness of the importance of the meeting and convention industry at both national and international level, their understanding of the infrastructure and the functions of key players in the industry, and the elements and processes of meeting management and the theoretical concepts and principles underlying them.

Programme Learning Outcomes
See separate files for BSc and HD programme outcomes.

Subject Outcomes
Students will be able to explain and evaluate various knowledge and concepts of meeting management applicable to the hospitality industry.

Students will be able to analyze and critique existing and proposed meetings, and justify solutions to inherent problems.

Students will also be able to display creative and analytical skills in managing meeting assignments.

Student will be able to apply knowledge/concepts of meeting management to real world situations in individual and team-based work.

Student will be able to communicate and react proactively to the stakeholders in the hospitality industry in the area of meeting management.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. **Role of the Meeting Manager**
   Types of meeting managers, skill requirements and responsibilities

2. **Meeting Management Process**
   Elements of the meeting management process, overall structure and timelines, national versus international meeting management considerations

3. **Site Selection**
   Site selection criteria, relevance of site selection factors to different clients, site selection decision-making process

4. **Budgeting, Negotiation, and Contracts**
   Negotiation strategies, contract clauses, budget items and budget preparation

5. **Program Design**
   Sequence of program elements, creative social programs, selection of speakers research

6. **Marketing and Promotion**
   Marketing objectives; promotion plan, budget, tools and strategies

7. **Registration, on-site logistics and post-meeting evaluation**
   On-line registration, on-site management

8. **Future Trends**
   Impact of business, social, technological and political trends on meeting management