

CURRICULUM OVERVIEW

Planning Meetings and Special Events

Career and Technical Education Series



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Planning Meetings and Special Events Course Overview

This course is designed as an introduction to the study of planning meetings and special events. Being a meetings and special events planner is both demanding and rewarding. The Bureau of Labor Statistics projects this profession will grow by 43.7 percent between 2010 and 2020. It's not all fun and parties, though. In 2012, Career Cast ranked being an event planner as the sixth most stressful job, with soldiers and firefighters holding the top two positions. That's because a meeting coordinator is responsible for every detail of an event. Planners must know how to communicate, be empathetic, and think of their clients. It's crucial to remember that in some instances the event will be a once-in-a-lifetime occasion, so it's important to get it right.

- **The Big Business of Meetings and Special Events:** This unit offers an historical overview of the meetings and special events industry and how it has grown to be an annual \$273 billion industry in America. It also reviews different types of meetings and helps students learn to communicate with those in the convention and visitor industry. Students will also learn about committees, supervision styles, and how to set up work schedules.
- **It All Comes Down to the Plan:** This unit, students become familiar with definitions needed to work in this industry, and why it is so important to lay the foundation for a meeting or special event. Students will also start to develop a network and become familiar with the professional associations. The tools of the meetings and special event planner trade are also reviewed: smartphones, iPad, computers, and the Internet. Finally, students will learn about developing budgets.
- **Getting Organized:** This unit is all about getting organized. In this part of the course, students will work through topics such as site selection and how to map meeting room space using the latest apps. Students will also understand how to work with suppliers, and the importance of using precise language and getting everything on paper.
- **F & B, Equipment and Getting It Out There:** Unit Four discusses food and beverage (F & B) and equipment. Students will learn about the different kinds of food set-ups, how to use pipe-and-drape, and the importance of checking everything twice. Students will also learn about working with mass media, and about using the Internet and SEO for promotion.
- **Logistics:** This unit the transportation logistics of meetings and international considerations. Students will learn how to organize transportation, monitor shuttle services, and understand airport codes. Students will also gain the knowledge to develop evaluations that will provide valuable feedback to improve future meetings.

Unit 1: Meetings Are Big Business	
Planning Meetings and Special Events	Assignments
	1. Course Overview
	2. The Evolution of the Meetings and Special Events Industry
	3. Project: Communication through the Ages
	4. Types of Meetings
	5. Project: Researching the CVB
	6. Learning the Lingo
	7. Quiz 1: Getting Started
	8. Preparing to be the Perfect Planner
	9. Project: Research Planner Credentials
	10. Working with A Special Events Committee and Understanding Fundraising
	11. Project: Interview a Committee Member
	12. Supervising, Networking and Designing Work Schedules
	13. Project: Supervision Research
	14. Quiz 2: Committees, Supervising and Schedules
	15. Special Project*
	16. Test
	17. Course Project - Part 1: The Theme*
	18. Glossary and Credits

Planning Meetings and Special Events	UNIT 2: Playing With Puzzles	
	Assignments	
	1. Working Definitions and Overviews	9. More on Budgets
	2. Laying the Foundation	10. Other Miscellaneous Budgeting Issues
	3. Project: Using SMART	11. Project: Researching a Bank Account
	4. Networking, Associations and Tools of the Trade	12. Quiz 2: Planning Stage Two – “It All Comes Back to the Budget”
	5. Project: Identifying Your Own Network Exercise	13. Special Project*
	6. Quiz 1: Planning Stage One – “Working Through the Theory”	14. Test
	7. Budgets	15. Course Project - Part 2: The Budget*
	8. Project: Tracking Your Money	16. Glossary and Credits

Planning Meetings and Special Events	Unit 3: Financial Management of Meetings and Events	
	Assignments	
	1. Becoming Seamless	9. Working with Suppliers
	2. Project: Reconstructing a Checklist	10. Get it on Paper
	3. Sites and Selection	11. Project: Interviewing Vendors
	4. Project: Organizing a Site Meeting	12. Quiz 2: Getting Things Lined Up
	5. Mapping the Space	13. Special Project*
	6. Quiz 1: Becoming Seamless	14. Test
	7. Getting Into the Field	15. Course Project - Part 3: The Venue*
	8. Project: Making Your Own Business Card	16. Glossary and Credits

Planning Meetings and Special Events	Unit 4: Designing the Program...And Don't Forget the Food	
	Assignments	
	1. Get the Right Caterers	9. The Internet, Social Media, SEO and LinkedIn
	2. Project: A Catered Affair	10. Project: Setting Up a Networking Account
	3. Everything you want to know about F&B set ups	11. The Technology Revolution
	4. Project: A Be-Creative Assignment	12. Quiz 2: Advertising
	5. From Pipe and Drape to Double-checking AV Equipment	13. Special Project*
	6. Quiz 1: F&B	14. Test
	7. Meet the Media	15. Course Project - Part 4: The Goodies*
	8. Project: Writing a News Release	16. Glossary and Credits

Planning Meetings and Special Events	Unit 5: Importance of Potpourri	
	Assignments	
	1. Transportation	9. Evaluations for Meetings and Special Events
	2. Project: Booking Airline Tickets	10. Project: Evaluating A Special Event Project
	3. Monitoring	11. Reflecting and Projecting
	4. Project: Monitoring Employees	12. Quiz 2: Wrapping it Up
	5. International Considerations	13. Special Project*
	6. Quiz 1: Details, details, details	14. Test
	7. Masala Tips and Ideas	15. Course Project - Part 5: Final Details*
	8. Project: Reflecting on Your Learning	16. Glossary and Credits

Unit 6: Course Project, Review and Exam			
Assignments			
1.	Course Project - Part 6: The Big Presentation*	2.	Review
		3.	Exam

(*) Indicates alternative assignment