

**Virginia Western Community College**  
**HRI 180**  
**Convention Management and Service**

**Prerequisites**

n/a

**Course Description**

Examines the scope and different segments that make up the convention market; explains what is required to meet individual needs; and explores methods and techniques for better service. Lecture 3 hours per week.

**Semester Credits: 3 Lecture Hours**

**Required Materials**

**Textbook:**

**Events Exposed: Managing and Designing Special Events by Lena Malouf Wiley Publishing 1st edition ISBN#: 978-0-470-90408-4**

**Other Required Materials:**

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**Course Outcomes**

**At the completion of this course, the student should be able to:**

1. Understand the various parts and stages of event planning
2. Understand the importance of working with the client in a professional manner
3. Understand venues-different types, etc.
4. Understand the money management in conventions
5. Understand basic decorations for conventions

## **Topical Description**

**Chapter 1:** You and the Events Business

**Chapter 2:** Develop your strategy

**Chapter 3:** Meet the Client

**Chapter 4:** Build the Business

**Chapter 5:** Venue Essentials

**Chapter 6:** Manage the money

**Chapter 7:** Present the proposal

**Chapter 8:** The Event Cabinet

**Chapter 9:** Tabletops and other décor props

**Chapter 10:** Creative Event Concepts

**Chapter 11:** Burst into Weddings

## **Notes to Instructors**

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