

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

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)