Planning Meetings and Special Events
Course Overview and Syllabus

Grade level: 9–12

Prerequisite Courses: None   **Credits:** 0.5

Course Description

Planning Meetings and Special Events is a semester-long high school course 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. According to The Bureau of Labor Statistics employment of meeting, convention, and event planners is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. Job opportunities should be best for candidates with hospitality experience and a bachelor's degree in meeting and event management, hospitality, or tourism management. It's not all fun and parties 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.

Course Objectives

Throughout the course, you will meet the following goals:

- Learn the history of the industry and how it has become a multi-billion dollar business in America
- Explore types of meetings, committees, work schedules, and developing budgets
- Discuss differing supervision styles and the importance of communication
- Develop a network and became familiar with professional associations
- Review the tools of trade including smartphones, tablets, computers, and the Internet
- Examine organization through topics such as site selection and mapping meeting room space using apps
- Understand how to work with suppliers, and the value of precise language and getting everything in writing
- Discuss food and beverage (F&B) and equipment, food set-ups, pipe-and-drape, and the importance of attention to detail
- Learn about working with mass media, as well as using the Internet and SEO for promotion
- Learn how to organize transportation, monitor shuttle services, and understand airport codes
- Develop evaluations that provide valuable feedback to improve future meetings

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

Unit 1:   Meetings Are Big Business
Unit 2:   Playing With Puzzles
Unit 3:   Financial Management of Meetings and Events
Unit 4:   Designing the Program...And Don't Forget the Food
Unit 5:   Importance of Potpourri