

# Minnesota State College Southeast

## HSPM 1110: Event Management and Planning

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 30

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Develop substantial, well-organized conferences, meeting and special events. Whether you are interested in the field of meeting planning or already an experienced meeting planner, this is the hands-on, dynamic course you have been looking for to hone your skills and learn new techniques. This course delivers tricks of the trade and new twists while refreshing time-tested practices. Students will learn to apply the Convention Industry Council meeting profile and accepted practices for request for proposals. (Prerequisites: none) (3 credits: 3 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 04/02/2018 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. Calculate space needs, recognizing attendee expectations and audio-visual considerations
2. Develop, distribute, analyze and report post-conference evaluations
3. Manage speakers
4. Maximize effective use of space
5. Select site and analyze space to meet the project needs
6. Shop for venues and vendors competitively

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted