

MODULE TOU2050: MEETINGS & CONFERENCES

Level: Intermediate

Theme: Accommodation

Prerequisite: None

Module Description: Students develop a meeting plan, facilitate and evaluate the success of the meeting plan, and investigate career opportunities in meeting and conference planning.

Module Parameters: No specialized equipment or facilities.

Note: It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> explain the importance of the meeting and conference business develop an understanding of the process of meeting and conference planning develop a meeting plan, facilitate the meeting and evaluate its success 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a written, oral and/or visual presentation demonstrating knowledge of the meeting and convention business. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU2050-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p>	10
	<ul style="list-style-type: none"> a conference portfolio consisting of: <ul style="list-style-type: none"> a project plan for a conference (or three meetings) (see SLEs) facilitation of a meeting a report (e.g., written, minimum 300 words/oral, 5–10 minutes in length) evaluating the event and making recommendations for future events. <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU2050-4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p>	60

MODULE TOU2050: MEETINGS & CONFERENCES (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify employment opportunities in conference planning demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observation of responsibility, problem-solving and decision-making skills and quality guest service during the event. <p><i>Assessment Tool</i> <i>Tourism Studies General Observation Checklist, TOUGOC</i> <i>Tourism Studies Quality Guest Service Observation Checklist, TOUQGS</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> a career research project in which the student researches employment opportunity in the convention planning sector including a job profile, wages, education and training, opportunity for advancement, personal relevance and other topics as identified by the teacher. <p><i>Assessment Tool</i> <i>Research Process: Career Research Project, TOU2050–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>10</p> <p>20</p> <p>Integrated throughout</p>

MODULE TOU2050: MEETINGS & CONFERENCES (continued)

Concept	Specific Learner Expectations	Notes
Meeting and Convention Business	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain why meetings and conventions are an important part of the tourism industry • list various organizations/groups that hold meetings and describe different types of meetings • describe how meetings are planned and how different sectors of the industry are involved in planning • list meeting and convention facilities available locally, provincially and nationally • explain how organizational goals will influence site selection • explain how the needs and expectations of participants will influence site selection • prepare a promotional presentation or print package to market a meeting site to a group. 	
Meeting and Convention Planning	<ul style="list-style-type: none"> • explain the importance of careful planning to the success of a meeting • select a school or community meeting and develop a meeting plan including the following components: <ul style="list-style-type: none"> – purpose of the meeting – subject or theme for the meeting – target group – scope of event (closed, open, public, national) – official name for the event and date – organizing group or leader – number of participants – organizing group responsibilities • list, evaluate and select necessary resources to support the meeting including: <ul style="list-style-type: none"> – proposed budget – facility – transportation – accommodation – food service – entertainment 	<p>The student should be able to work with other students, teachers, industry members and the public to achieve the goals of the event.</p>

MODULE TOU2050: MEETINGS & CONFERENCES (continued)

Concept	Specific Learner Expectations	Notes
Meeting and Convention Planning (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> – companion activities – individual needs of participants – safety and security • prepare an agenda or program for the meeting: <ul style="list-style-type: none"> – program or outline – topics and speakers – coffee breaks and meals – entertainment/social opportunities • prepare a marketing plan for the meeting: <ul style="list-style-type: none"> – target group – registration materials – advertising – sponsors – promotion/public relations • prepare a meeting plan for the organizers including: <ul style="list-style-type: none"> – registration of participants – room arrangement – audio-visual equipment and meeting materials – food and beverage service – schedule • prepare a finalized budget for the meeting • organize and facilitate the meeting using the plan developed • prepare criteria for evaluating the success of a meeting from the perspective of the participants and organizers • demonstrate responsibility, the skills of problem solving and decision making, and standards of quality guest service in facilitating the event. 	

MODULE TOU2050: MEETINGS & CONFERENCES (continued)

Concept	Specific Learner Expectations	Notes
Employment Opportunities	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • research employment opportunities in the area of meeting and convention planning at different levels • research sources of further education and training for employment in the area of meeting and convention planning • identify personal characteristics and skills needed to be successful in a meeting and convention planning career • relate personal values, interests and abilities to an employment opportunity in the area of convention planning. 	