

Introduction to Event and Meeting Planning

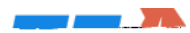
PEIMS Code: N1302269

Abbreviation: EVNTPLN

Grade Level(s): 10–12

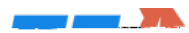
Award of Credit: 1.0





Introduction to Event and Meeting Planning

- (J) evaluate equipment for elements such as safety, functionality, and durability.
- (10) The student applies marketing strategies independently and in teams. The student is expected to:
 - (A) formulate effective marketing strategies for meetings and events;
 - (B) create promotional packages for meetings and events;
 - (C) create effective comprehensive menu design and development;
 - (D) estimate how to use the state of the economy to plan effective products and services; and
 - (E) produce a meeting and/or event business plan.
- (11) The student can demonstrate appropriate professional customer service skills as required by the meeting and event planning industry. The student is expected to:
 - (A) create a detailed customer service plan or process to provide maximum customer service;
 - (B) integrate critical-thinking and interpersonal skills to resolve conflicts with individuals such as coworkers, employers, guests, and clients; and
 - (C) analyze customer comments to formulate effective professional customer service skills.



Introduction to Event and Meeting Planning

- (B) discuss the importance of a meeting venue floorplan specification chart and appropriate meeting room set-up;
- (C) describe the various meeting room set-up options and benefits of each option;
- (D) identify various meeting room set-up options available at various venues;
- (E) illustrate meeting room set-up for a planned event;
- (F) relate the necessary square footage required for an event to the number of anticipated attendees for the event;
- (G) identify and implement effective traffic patterns in planning an event;
- (H) demonstrate proper table rotations; and
- (I) compose a staffing guide to schedule various staff positions for a meeting/event.

(15) The student demonstrates knowledge of collaboration required with various companies in order to provide an all-inclusive successful meeting or event. The student is expected to:

- (A) distinguish the roles of the various entities involved in the meeting and event planning industry such as convention and visitors' bureaus, group travel companies, entertainers, recreations, amusements, attractions, florists, caterers and venues;
- (B) differentiate among the types of event sponsors/organizers/producers and their events;
- (C) demonstrate successful planning and negotiation with various entities to deliver a successful meeting or event;
- (D) compare and contrast products and services from related industries; and
- (E) analyze differences in various venues such as hotels and resorts,

