HFT 2750: Introduction to Event Management
Assignment
Due date:
Part I : 6 March 2016
Part II : 24 April 2016

Group Project or Individual Assignment

Learning Objective: **After the assignment students should be to:**
Implement the basic knowledge gained during the semester of the event industry and develop a conference for an organization/association or government institution.

Your Role: Event Planner

Background: Congratulations, your company has just been short listed to host the Society for Human Resource Management (SHRM) annual conference here in Orlando, Florida May 2016. The conference will take place from 4-6 May 2016 with an optional social program post event from 7-8 May 2016. Attendees will start arriving on 3 May 2016 and will depart 6 May 2016 (if they do not attend the optional social program). SHRM is expecting about 500 members to attend although the conference is open to all members and non-members.

Members are invited to submit research paper presentations and SHRM is expecting about 150 presentations over the three-day period. To make the conference more exciting the Board has invited four keynote speakers to the conference. Your program should therefore make provision for keynote speakers sessions as well as parallel sessions where the research papers (150) are presented. The Board is also expecting 50 exhibitors to add value to the conference.

Your Deliverable: The Board of Directors would like you to do a portfolio for them on how you would plan and execute the conference. The portfolio should cover the areas stipulated below and should be submitted to the Board in a format that showcase your company's professionalism. When gathering the information please make sure of company websites and other relevant resources. Please do not call hotels to work out proposal for you. Your portfolio should consist out of 30 pages with the following information:

Assignment Part 1: Due 6 March 2016

PART I – (15 Pages)

1. General overview of your company (1 page) - Focus on your company (this is a company that you must create by yourself). When was it established?, How many people work for the company, experience, skills, previous events organized etc?
2. Describe your client: SHRM. Who are they? (1 page) - When were they established? What is their vision, mission, goals? What do they stand for?
3. What kind of meeting will this be? (1 page) - Association, corporation or government meeting? Explain your answer.
4. Your marketing strategy that you will use and why (2 pages) - You have different groups of people coming. Which marketing strategy will you use for which group?
5. Venue selection (1 page) - Which City have you selected? (This must be Orlando) Why that City? What is unique about the city? Attractions and facilities offered?
6. Accommodation selection (1 page) - The hotel? Make sure the rooms are enough.   Not to big. What is it that business people want? Wi-Fi etc.
7. Conference venue selection (1 page) - Have a few options - Then explain why did you choose the specific venue. Is it big enough? Facilities available, what is included in the conference packages?
8. Conference rooms and setups (1 page) - How many rooms do they have? Are they fully equipped? Floor plans etc.
9. Food and beverages (1 page) - What are you going to give the people to eat? Menu... Breakfast, Lunch, Dinner. Special dietary needs etc. (No box lunches please. This is an international conference).
10. Conference program (2 pages) - Work out the program... before the conference, keynote sessions, parallel sessions, social program.
11. Social program (2 pages) - Think about this. Will people bring their families with them to Orlando? Orlando - family destination. Disney - but what is different? What is unique?

Assignment Part 2: Due 24 April 2016

PART II – (15 Pages)

1. Optional social program (3 pages) - After the conference if people want to stay longer. What will you offer them? Day tours to the beach etc.
2. Exhibitors (invitations, space and detail) (1 page) - Who will be your exhibitors? What will they exhibit? What is relevant to the conference?
3. Describe how you will incorporate technology into the conference (1 page) - Social media. Streaming etc. chapter on this in your book.
4. Service providers that you will use, including service contracts (just your philosophy – social responsibility, disadvantage groups etc.) (1 page)
5. Identify green issues that you will consider and social responsibility aspects (2 pages).
6. Describe how you will make use of Visit Orlando (DMO) services (1 page). - We have done the DMO's why will you use them? What services can they provide for you?

7. Identify if you would make use of a Destination Management Company (DMC) and why (1 page). What services do they provide?
8. Budget for the conference (2 pages) - I will email you an example of a budget. Fixed cost and variable costs, sponsors etc.
9. Legal issues to consider (1 page) - Chapter in the textbook. What should you think of?
10. Putting it all together (including inspections, time frames) (2 pages) - Chapter 15 - site inspections and time frames
11. Why should the Board choose your company? (1 page) – Sell your company?

Your portfolio must consist of the following:
1. Cover page
2. Declaration of work (Just a short paragraph declaring it is your own work)
3. Table of contents (Include all aspects in detail)
4. One example of marketing material you will use to market the event
5. Reference list

The assessment sheet has been included so that you are able to meet the necessary requirements! Please read it through carefully.

Technical Requirements
1. Times New Roman/Arial Font 12
2. Double Line Spacing

This is an example of what I would like to see:

Anna Miller Assignment-1 copy copy.pdf

 CREATIVITY WILL GIVE YOU THE GRADE YOU ARE LOOKING FOR

Total: 200