



FAIRLEIGH DICKINSON UNIVERSITY

Vancouver Campus

Vision Statement – The International, School of Hospitality, Sports, and Tourism Management will consistently deliver a unique academic experience to our students who will make a positive impact on industry and society.

Mission Statement – The mission of the International School of Hospitality, Sports, and Tourism Management is to deliver exceptional quality in curricula, and to produce world-class graduates who possess integrity and wisdom in preparation for leadership careers among culturally and commercially diverse organizations in the international hospitality and tourism industry.

First Nations Acknowledgement – FDU-Vancouver acknowledges that we are located in the traditional and unceded territory of the Coast Salish Peoples, the traditional territories of the Squamish, Musqueam, and Tsleil-Waututh First Nations.

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| Course Title: | Event Technologies | Semester/Year: | Fall 2023 |
| Course Catalog Number: | HRTM 4240 | Instructor: | Dr. Michael Lever |
| Location: | Campus: Vancouver - Cambie Classroom: 210 | Meeting Time: | 9:00 am-11:50 am |
| Contact Information: | Email: m.lever@fdu.edu Phone: 604-648-4409 Office: Room 253 Office Hours: Tues. & Wed. 1:00-2:30 pm | Meeting Dates: | Every Wednesday between 6-Sep-2023 and 13-Dec-2023 (unless otherwise posted) |
| Course Description: | This course deals with emerging trends, changes, and tools in the global events industry, most notably the migration of marketing and technology into the event management professions. Key changes include the shift from procurement & production to event marketing management, as well as the growth of the tradeshow market overseas. From the marketing side, we will also examine the growth in the marketing industry via events. | | |
| Optional Materials: | Boshnakova, D., & Goldblatt, J. (2017). The 21 st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation. CRC Press. Additional readings will be available on WebCampus. | | |
| Learning Outcomes: | Upon course completion, students will be able to: <ol style="list-style-type: none">1. Understand the role and significance of event technology in the event management industry.2. Identify and evaluate different types of event technology and their applications.3. Analyze the impact of event technology on event planning, execution, and attendee experience.4. Demonstrate ability to use event management software, registration systems, and virtual event platforms.5. Apply event analytics tools to measure and evaluate the success of events.6. Critically assess emerging event technology trends and innovations.7. Collaborate effectively in a team to develop and execute an event using technology. | | |

| Learning Objectives: | <ul style="list-style-type: none">• Gain an in-depth understanding of event technology and its applications in the event management industry• Learn about various technologies and tools used in planning, organizing, and executing successful events• Be knowledgeable in topics such as event registration systems, virtual and hybrid event platforms, audiovisual technology, event analytics, and event management software• Engage with the material in a variety of ways, including lectures, case studies, and hands-on activities• Develop the knowledge and skills necessary to leverage event technology effectively | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Evaluation and Grading: | <p><u>Evaluation</u></p> <p>All the scores are weighted and earned scores are keyed in on Grade Center on WebCampus as the semester progresses.</p> <table><tr><th colspan="2">Grading Breakdown</th></tr><tr><td>Online Discussion Posts</td><td>20%</td></tr><tr><td>Experiential Project Deliverables</td><td>20%</td></tr><tr><td>Midterm Exam (Oral format)</td><td>0%</td></tr><tr><td>Project Debrief Presentation</td><td>15%</td></tr><tr><td>Project Debrief Report</td><td>30%</td></tr><tr><td>Attendance/Participation</td><td>15%</td></tr><tr><td>Total</td><td>100%</td></tr></table> <p><u>Grading:</u></p> <p>For this course, the letter grades will be interpreted as follows:</p> <table><tr><th>Letter Grade</th><th>Numeric Grade</th><th>Letter Grade</th><th>Numeric Grade</th></tr><tr><td>A</td><td>94-100</td><td>C+</td><td>77-79.9</td></tr><tr><td>A-</td><td>90-93.9</td><td>C</td><td>74-76.9</td></tr><tr><td>B+</td><td>87-89.9</td><td>C-</td><td>70-73.9</td></tr><tr><td>B</td><td>84-86.9</td><td>D</td><td>60-69.9</td></tr><tr><td>B-</td><td>80-83.9</td><td>F</td><td>Below 60</td></tr></table> <p><u>Qualitative Grading Explanation:</u></p> <p>A = Is used to recognize excellent work, that is, work that stands out in comparison with that of other students at FDU, now and in the past, and that might attract the interest and appreciation of others working in the field. The work is both competently presented and innovative. An "A" is typically reserved for a few elite individuals.</p> <p>B = Is used to acknowledge competent treatment of assigned material. Competent treatment includes writing that is coherent, internally consistent and professionally presented (grammatically correct, etc.) as well as insightful and interpretive. The words “well done” are also used to recognize this level of work. A grade of "B" is reserved for students who exceed adequate performance and show considerable promise for being highly effective.</p> | Grading Breakdown | | Online Discussion Posts | 20% | Experiential Project Deliverables | 20% | Midterm Exam (Oral format) | 0% | Project Debrief Presentation | 15% | Project Debrief Report | 30% | Attendance/Participation | 15% | Total | 100% | Letter Grade | Numeric Grade | Letter Grade | Numeric Grade | A | 94-100 | C+ | 77-79.9 | A- | 90-93.9 | C | 74-76.9 | B+ | 87-89.9 | C- | 70-73.9 | B | 84-86.9 | D | 60-69.9 | B- | 80-83.9 | F | Below 60 |
| Grading Breakdown | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Online Discussion Posts | 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Experiential Project Deliverables | 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Midterm Exam (Oral format) | 0% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Debrief Presentation | 15% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Debrief Report | 30% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Attendance/Participation | 15% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Letter Grade | Numeric Grade | Letter Grade | Numeric Grade | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | <p>C = Is used to acknowledge adequate work that is acceptable in the knowledge reflected but is either flawed in its presentation or lacking in insight and interpretation or both. The word “ok” may be used to reflect this judgment.</p> <p>F = Is used to recognize work that is unacceptable. A failing mark of "F" is reserved for a few individuals (many of whom receive this mark because of circumstances that create difficulties with time and concentration or a lack of effort).</p> |
| Assignments and Other Instructor Policy: | <p><u>Online Discussion Posts – Weeks 3-13 = 20% (10 posts x 2% each)</u></p> <p>Each week, students will answer a posted question regarding that week’s topic in WebCampus in the Discussion tab. Your response to the question must be a minimum of 250 words (excluding references), and use concepts learned in class that week. Students will also have the option to respond to another student’s response rather than the initial question directly.</p> <p><i>For example, I may post the question: “What is the future of virtual meetings and events and the challenges event meeting planners face?”. Student A answers this question, and posts their response. Student B also answers this question and posts their response. Student C is intrigued by what Student B said, so they build on their response rather than replying directly to the original question. All three students would receive the grade for that week’s discussion (assuming it meets the word count requirement and contributes meaningfully to the conversation).</i></p> <p>The instructions, rules, and other pertinent information will be shared in the forum.</p> <p><u>Experiential Project Deliverables – Sept. 27 to Nov. 29 = 20% (5% each)</u></p> <p>This class will emphasize learning by doing, which means you will work as a group to assist FDUV’s Hospitality Club with an event that is scheduled to take place at the end of the semester. The goal of the Hospitality Club is to encourage extracurricular involvement outside of regular classes and on-campus events. Our class will help the Hospitality Club with site selection, CFPs, marketing, and event registration using the tools and concepts learned in class.</p> <p>For the experiential project deliverables, students will work as a group to complete milestone assignments that will form the separate pieces that make up the final report. The details and instructions of each activity will be given at the end of that week’s class, and students will have one week to complete the activity and submit it by the deadline. Students will receive a team grade on the submission.</p> <p><u>Midterm Exam – Oct. 25 = 0%</u></p> <p>“Professor, you forgot a number here! Why does this say 0%?”</p> <p>Actually, this is correct. I am experimenting with a new approach to midterms, where I remove the pressure and stakes of a grade and focus instead on how much you’ve learned in the first half of the course, where areas of confusion are, and what stage you’re at. Often, I don’t know if you’re struggling until after the midterm is graded, at which point, the damage is already done. This way, I can help steer you toward doing well by developing a roadmap to success by the end of the semester.</p> <p>The format of the midterm exam is essentially a conversation. I will ask you to explain concepts from the course in your own words, give me examples of ways that tools can be</p> |

used in the event industry, and discuss your contributions to your group work and discussion posts to date. Following your exam, you will receive a written report from me indicating how I feel you are progressing in the course, and any action items I feel are necessary to keep you on the right track (or get you back on track if you've fallen off).

A week prior to the exam, I will go through my expectations from you, explain in more detail the format, and provide a schedule for when you will come to the class for your exam. Students will complete the exam individually and with only the instructor present in the room.

Please note that although this is ungraded, it is still mandatory. Failure to attend your midterm exam will result in it being rescheduled once, and failure to attend a second time will result in you not passing this course.

Project Debrief Presentation – Dec. 13 = 15%

Groups will prepare and present a PowerPoint presentation to showcase their completed final report to the class based on the project deliverables created throughout the semester. More details regarding the content, format, and instructions will be provided in WebCampus. **PPT slides are due on Dec. 12th at 11:59 pm (PDT).**

Project Debrief Report – Dec. 15 = 30%

Working in the same group as you did for the milestone activities, students will prepare a final report which will pull the various analyses together into a single cohesive document. showcase the findings of the results from their completed assignments. The report will also include an Introduction, Literature Review, Discussion of Findings, Managerial Implications, and Conclusion. Specific details will be provided in WebCampus.

Attendance / Participation – Weeks 1-15 = 15%

Each student **must** attend a minimum of 80% of the scheduled class meetings in order to complete this course satisfactorily. **You are allowed a maximum of 3 [three] unexcused absences. If you miss more than 3 [three] class sessions without a valid absence, you will not pass this course.** That said if you miss class for a valid reason (religious accommodation, medical emergencies, mental health challenges, etc. please email the instructor ahead of time (or as soon as possible) to avoid penalty.

The class will commence at the scheduled time, please arrive on time so that your late arrival will not disturb the class already in progress. Attendance will be taken at the beginning of each class, those who arrive after attendance has been taken will be considered late and **two late arrivals will constitute one absence.**

Other:

- The class will be conducted as an interactive discussion between the instructor and the students, hence the importance of having read the assigned chapters **before** coming to class.
- Should you not be able to attend a class please give advance notification to the instructor.

Late assignments will automatically receive one grade lower per day unless arranged with the instructor prior to the due date.

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| Academic Integrity Policy: | <p>Students enrolled at Fairleigh Dickinson University are expected to maintain the highest standards of academic honesty. Students have the responsibility to each other to make known the existence of academic dishonesty to their course instructor, and then, if necessary, the department chair, or the academic dean of their college. Course instructors have the added responsibility to state in advance in their syllabi any special policies and procedures concerning examinations and other academic exercises specific to their courses. Students should request this information if not distributed by the instructor.</p> <p>Academic dishonesty includes, but is not necessarily limited to, the following:</p> <ol style="list-style-type: none"> 1. Cheating—Giving or receiving unauthorized assistance in any academic exercise or examination. Using or attempting to use any unauthorized materials, information, or study aids in an examination or academic exercise. 2. Plagiarism—Representing the ideas or language of others as one's own. 3. Falsification—Falsifying or inventing any information, data, or citation in an academic exercise. 4. Multiple Submission—Submitting substantial portions of any academic exercise more than once for credit without the prior authorization and approval of the current instructor. 5. Complicity—Facilitating any of the above actions or performing work that another student then presents as his or her assignment. 6. Interference—Interfering with the ability of a student to perform his or her assignments. <p>Sanctions: Any student found guilty of academic dishonesty will, for the first offence, receive one or a combination of the following penalties:</p> <ol style="list-style-type: none"> 1. No credit (0) or Failure for the academic exercise 2. Reduced grade for the course 3. A Failure in the Course that is identified on the student's permanent record card as permanent and cannot be removed. 4. Recommendation for Academic Probation to the dean's office. |
| Conduct Policy Statement | <p>FDU-Vancouver values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. The Fairleigh Dickinson University Policy on Prohibited Discrimination, Harassment and Related Misconduct prohibits all forms of discrimination and harassment based on protected status. It also expressly prohibits related conduct, including sexual and gender-based harassment, sexual assault, sexual exploitation, stalking and interpersonal violence, which need not be based on the individual's protected status. In addition, the Policy prohibits complicity for knowingly assisting in an act that violates the Policy and retaliation against an individual because of their good faith participation in the reporting, investigation, or adjudication of violations of the Policy. University students and employees who violate the Policy will be met with appropriate disciplinary action, up to and including dismissal, expulsion or termination from the University. The full policy can be found at https://portal.fdu.edu/studentlife/2018/policy-on-prohibited-discrimination.pdf. For reports of harassment against students on the Vancouver Campus, contact Jobin Mojtavavi, Director of Student Services, at jobin@fdu.edu or via phone at (604) 648-4465.</p> |

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| Student Academic Services: | Any student with documented medical, psychological or learning disabilities, who feels he/she may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) to discuss his/her specific needs. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, make an appointment to see the professor. |
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***Course Schedule**

| WEEK | DATES | TOPICS | READINGS |
|------|--------|--|---|
| 1 | 6-Sep | Course Overview and Objectives; The Role and Significance of Event Technology; History of Event Technology; Choosing the Right Tech | Textbook Chapters 1 & 2 |
| 2 | 13-Sep | No Class Today – Michael is away at TTRA Conference | |
| 3 | 20-Sep | Meeting and Event Search Engine Optimization (SEO); Venue and Suppliers Search Engine Technology | Textbook Chapters 3 & 4 |
| 4 | 27-Sep | Meeting and Event Design Technology; Accessibility and Inclusivity in Event Technology (designing inclusive events, assistive technologies) Project Deliverable # 1: Floorplan design activity | Textbook Chapter 5 |
| 5 | 4-Oct | Meeting and Event Administration Technology Solutions; Event Security and Technology (cybersecurity, attendee safety); Ethical and Legal Issues in Event Technology (privacy and data protection laws, ethical considerations, intellectual property rights) Project Deliverable # 1 Due | Textbook Chapter 6 |
| 6 | 11-Oct | Virtual and Hybrid Meetings and Events | Textbook Chapter 7 |
| 7 | 18-Oct | Evaluation of Meeting and Event Technology; Event Analytics and Metrics; Midterm review | Textbook Chapter 8 |
| 8 | 25-Oct | Midterm Exam | |
| 9 | 1-Nov | Marketing with Wikis, Websites, Blogs, and Podcasts Project Deliverable # 2: Website activity | Textbook Chapter 9 |
| 10 | 8-Nov | Meeting and Event Social Media and Network Technology Solutions; Guest-Generated Content; Crowdsourcing for Events Project Deliverable # 3: Social media post activity | Textbook Chapters 10, 12, & 14 |

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| | | Project Deliverable # 2 Due | |
| 11 | 15-Nov | Registration and Transaction Systems Project Deliverable # 4: Registration system activity Project Deliverable # 3 Due | Textbook Chapter 13 |
| 12 | 22-Nov | Mobile Applications for Meeting and Event Marketing; Event-Industry Tech Future Trends (latest trends and innovations, augmented reality and virtual reality, wearable technology, AI, sustainable event technology practices) Project Deliverable # 4 Due | Textbook Chapters 11 & 15 |
| 13 | 29-Nov | Final Project and Presentation Planning Workshop; Putting it All Together | |
| 14 | 6-Dec | No class – attend and assist with the event on December 8 th (tentative date) | |
| 15 | 13-Dec | Final Presentations PPT Slides Due Dec. 12; Final Report due Dec. 15 | |

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.