

## **Chapter 2 - Meeting, Exhibition, Event, and Convention Organizers and Sponsors**

### **Chapter Overview**

This chapter focuses on gaining an understanding of the entities that organize and sponsor different types of gatherings. Each segment of these entities creates gatherings to satisfy its unique needs and its constituent populations. Whether the organization is a nonprofit association or a corporation, a government agency or a private company that produces exhibitions, it has goals that may require a MEEC gathering to commemorate an event. Our purpose here is to identify who these organizing/sponsoring organizations are, the types of gatherings they hold, how much time they have to plan the event, who their attendees are, and how they build attendance. The people who play a major role in producing the gatherings are identified, as are the professional associations who provide them with support and professional development.

### **Chapter Objectives**

This chapter provides the reader with an understanding of the following:

- Major types of organizations that hold gatherings
- Differentiating the types of meetings held by the different categories of organizations
- Identifying the associations that support the professional development of the MEEC professional
- Typical lead times for planning the various types of gatherings
- Differences between the marketing strategies used to build attendance
- Associations that support the professional development of those responsible for producing gatherings

### **Lecture Outline**

#### **a) Teaching Notes**

1. Use the chapter outline (provided to the students on its own page or through electronic or audio / visual means) to structure the week's work. The chapter outline can be copied and distributed as a physical handout or projected as an overhead or a PowerPoint slide. Use the PowerPoint slide presentation associated with the text as a means to examine and review an overview of the material in this chapter.

2. Develop specific objectives for the students:

- Thoroughly discuss the major types of organizations that hold meetings, giving specific "real-life" examples of each one.
- Follow through with a discussion of the types of meetings held by these organizations, giving specific "real-life" examples of each one.
- Emphasize the importance of lead times for the various types of gatherings. Create a chart with this information for easy comparison by the students.
- Highlight the differences between marketing strategies.
- Have students learn about the resources available to event professionals through specific associations.

## **b.) Suggested Approaches to Chapter Material**

1. As this text's focus is an overview of the MEEC industry, consider approaching the material as a preparatory to students taking further courses in MEEC. Those students who are planning for MEEC to be a part of their career trajectory will then be more closely engaged with the material and its practical applications. Those students who may not be planning for a career in MEEC will still benefit from the clarity of that goal-oriented structure of the course, and will take away some real-life applications of the material, not just abstract data. As instructor, research the most recent information about specific Meeting, Exhibition, Event, and Convention Organizers and Sponsors and use them as examples to illustrate the central concepts of the chapter

## **c.) Supplemental Movie Notes**

1. YouTube videos: Search the YouTube website for the latest posted videos that relate to the central concepts of this chapter. Preview entire videos before sharing them with the class to verify that the videos are completely appropriate for an academic setting and that there are no questionable strictly commercial purposes of the videos. Search using key terms and phrases from the chapter. In this case some examples are: incentive trips; CEU's; exhibition management companies; trade shows; per diem rates; and public shows.

2. Funny or Die Website: This website deals with humorous videos, e-lists, and independently produced web pieces. Search for terms such as *Conferences, Conventions, Exhibitions, etc.* at the site ([www.funnyordie.com](http://www.funnyordie.com)). There are some video pieces there that may help reinforce the importance of the strategic planning process in a humorous way. Contemporary students tend to be very familiar and comfortable with websites such as this one, and will find it very accessible. Be sure to fully preview all videos and material on this site before assigning them or screening them in class for appropriate content in your academic setting. Some of the material on this site may contain material inappropriate for your particular classroom or institution.

## **Additional Assignments and Class Activities**

### **c.) Role-playing or supplemental assignments**

1. To help familiarize students with the various organizations that help plan meetings and events, devise an oral or written quiz that asks students to place specific examples of these organizations with their functions. For example, give the students the term "Exhibition Management Companies" and ask them what that organization could do for the host for their meeting.

### **d.) Research assignments**

1. Have students select an actual MEEC company. Assign the students to research the web for articles and discussions about the most recent meeting, conference or event from that company. Have students then pair up with other students to compare and contrast any information about the company's meetings. If students

are having difficulty finding information about the meetings of their chosen companies, then have them search for meetings of other companies. Students can prepare a written report or essay based on their research, or prepare an oral presentation presenting their findings.

### **Suggested Answers to End of Chapter Review Questions**

**1. Identify the type of sponsoring organization that holds the greatest number of gatherings and the type that generates the greatest economic benefit.**

An association meeting holds the greatest number of gatherings, and corporate meetings generate the greatest economic benefit.

**2. Which type or types of sponsoring organizations have the greatest marketing challenges to ensure the success of their gatherings?**

Government and association types of sponsoring organizations have the greatest marketing challenges to ensure the success of their gatherings.

**3. What changes are occurring with incentive trips to provide more value for the corporation sponsoring the gathering?**

There are more scheduled activities for the participants to provide more value for the corporation sponsoring incentive trips.

**4. How do not-for-profit associations differ from for-profit organizations?**

Not-for-profit associations have a special tax-exempt status granted by the IRS, while for-profit associations do not.

**5. What type of organizations comprises the category of associations known as “SMERFs,” and what similarities do they share with each other?**

Small associations comprise the SMERFs. People attending these meetings tend to pay their own expenses and are very price-sensitive.

**6. How do government procurement officers view meeting contracts from their hotel suppliers?**

Government procurement officers view meeting contracts from their hotel suppliers as not official; therefore, funds must be approved before the service is rendered, not after.

**7. Distinguish between the trade show and the exposition.**

Trade shows are not open to the general public, while expositions are open to the public and usually charge an admission fee.

**8. What efficiencies do association management companies bring to the management and operation of small associations?**

Association management companies locate a venue and negotiate the financial and meeting details with the facility for the small associations.