

## **PROFESSIONALISM**

**Learning Outcome:** The student will demonstrate comprehension of the foundation/knowledge of hospitality and tourism management industry.

**Assignment: 200/1000 points or 20% of the student's final grade**

You will produce a complete Event Specification Guide (ESG) for the career fair we are planning & executing this term. Although you will work with every student in this class in compiling the information that goes into the ESG, this is an individual assignment.

With this assignment, you are wearing the “meeting planner” hat. For grading purposes, the instructor is a secondary audience, but the ESG should be written as if it is being submitted to the venue hosting the event.

**Schedule for Completion:**

Completing the ESG will be an ongoing process as we move through the various planning phases for the career fair. The document will be a minimum of 27 pages, so I urge you to begin now! The industry accepted template can be found on the convention industry council (CIC) website:

[www.conventionindustry.org](http://www.conventionindustry.org). As a reminder, the career fair date is: October 25, 2012. The ESG is due in class no later than **October 29, 2012** as outlined in the course agenda area of the syllabus.

## Low Stakes/Scaffolding Writing Assignments

These assignments are not part of the larger project, but rather scaffolding assignments that fall into the Homework/In Class Assignment category on the grading scheme. The total point value is: 50/1000 points or 5% of the student's final grade.

1. **Week 2:** Write a one-paragraph statement that summarizes the mission/vision of the Rosen College. **(In class – 5 points)**
2. **WEEK 3:** Write a two-paragraph summary of the event that we are planning & executing this term. Once finished, please discuss w/your team and choose the best summary to show the class. **(In class – 5 points)**
3. **WEEK 5:** Create a written event timeline of the career fair. This will be a rough draft of what has been planned to date. Be sure to indicate dates, times and activity taking place the entire day. You must include all functions: Set up, registration, breakfast, show, lunch, breakdown and scheduled employer interviews. This may be in bullet point format. **(Assigned in class, give until next class to complete – 10 points)**
4. **WEEK 7:** Create a banquet event order (BEO) for the following functions: Continental Breakfast for 75 and Plated Lunch for 150. BEO templates can be found on the CIC website. **(Assigned in class, give until next class to complete – 10 points)**
5. **WEEK 8:** In teams of (3), discuss specific exhibitor needs and create a one-page document showcasing what will be available to them. **(In class – 10 points)**
6. **WEEK 9:** Based on your participation in a past career fair at the Rosen College and your review of the ESG created for this event last term. Make a list of potential risks that may occur during our event and possible solutions for each. **(Assigned in class, give one full week to complete. Will use class time to discuss what they came up with. 10 points)**