

ITEM		
<b>1. Title of subject</b>	Convention Management & Services	
<b>2. Subject code</b>	478	
<b>3. Status of subject</b>	Core Subject	
<b>4. Stage</b>	Diploma	
<b>5. Credit Hour</b>	5.71 hours	
<b>6. Pre-Requisite</b>	None	
<b>7. Assessment</b>	100% Final Examination	
<b>8. Semester</b>	Semester 3	
<b>9. Objective of subject</b>	<p>At the completion of this course, the students should be much better prepared to:</p> <ul style="list-style-type: none"> <li>• Describe the scope of the convention, meetings and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.</li> <li>• Explain the steps in developing a marketing plan.</li> <li>• Describe considerations in the organizational design of a sales department, and outline how a sales office interfaces with other departments.</li> <li>• Identify characteristics of association meetings that are important for selling to the association market.</li> <li>• Identify characteristics of corporate meetings that are important for selling to the corporate market.</li> <li>• Describe SMERF groups and explain how to approach selling meeting services and products to them.</li> <li>• List and describe the steps in making a personal sales call.</li> <li>• Summarize the process of planning an advertising strategy and describe how public relations and publicity can help a property reach meeting planners.</li> <li>• Describe the elements of a letter of agreement or a contract and distinguish between those elements.</li> </ul>	
<b>10. Synopsis of subject</b>	This course is designed to provide students with a basic understanding of convention sales and service and strategies in managing as well as operating a successful convention department.	
<b>11. Details of subject</b>	<b>Contents</b>	<b>Hours</b>

<p><b>Week 1</b></p>	<p><b>Topic:</b>  <b>Chapter 1: INTRODUCTION TO THE CONVENTION, MEETINGS AND TRADE SHOW INDUSTRY</b></p>
	<p><b>Learning Outcomes:</b>                  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the organizations involved in the advancement of professionalism in the convention and meetings industry.</li> <li>• Describe the various types of meetings hosted.</li> <li>• Identify the different types of organizations that hold meetings.</li> <li>• Describe the various types of meeting facilities.</li> <li>• Describe trends in the convention and meetings industry, especially the role of third-party meeting planners and the increased use of technology.</li> </ul>
	<p><b>Activity:</b>                  Activity 1: Individual/Team Research—Hospitality Properties                  Activity 2: Individual/Team Research—Convention and Visitors Bureau (CVB)                  Activity 3: Review Questions</p>
	<p><b>Further reading for this lesson:</b>                  Meeting News Handbook – Selecting a Meeting Site                  http: <a href="http://www.meetingnews.com/handbook/htm">www.meetingnews.com/handbook/htm</a></p> <p>The Impact of Technology on Today's Meetings, Meetings and Convention magazine supplement.                  http: <a href="http://www.meetings-conventions.com">www.meetings-conventions.com</a></p> <p>Independent Meeting Planners Association of Canada                  http : <a href="http://www.impaccanada.com">www.impaccanada.com</a></p>

<p><b>Week 2</b></p>	<p><b>Topic:</b> <b>Chapter 2: DEVELOPING A MARKETING PLAN</b></p> <hr/> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Distinguish sales from marketing.</li> <li>• Describe key features of a marketing plan.</li> <li>• Explain the function of property analysis, competition analysis, and marketplace analysis in the context of conducting market research.</li> <li>• Explain the function of target markets and positioning in the context of developing a marketing plan.</li> <li>• Explain how objectives and action plans are developed as part of a marketing plan.</li> </ul> <hr/> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Case Study: “Leadership at the Hamilton: Impasse Between the General Manager and Director of Sales” Activity 2: Review Questions</p> <hr/> <p><b>Further reading for this lesson:</b> Association for Convention Marketing Executives (ACME) http: <a href="http://www.acmenet.org">www.acmenet.org</a>  Hospitality Sales and Marketing Association International (HSMAI) http: <a href="http://www.hsmmai.org">www.hsmmai.org</a></p>	<p>4</p>
<p><b>Week 3</b></p>	<p><b>Topic:</b> <b>Chapter 3: ORGANIZING FOR CONVENTION SALES</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify factors to consider when organizing for convention sales.</li> <li>• Describe typical sales and marketing staff positions, and outline the roles of regional sales offices and independent hotel representatives.</li> <li>• Explain how to manage the efforts of the sales team in terms of establishing standard operating procedures, conducting sales meetings, assigning account responsibility, and evaluating the sales effort.</li> <li>• Explain the various filing systems and records maintained by a sales office.</li> <li>• Describe technological applications for a sales office.</li> </ul> <p><b>Activity:</b> Activity 1: Case Study: “Departmental Conflict at The Ultra Hotel” Activity 2: Sales Function Comparison Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b> NIL</p>	
<p><b>Week 4</b></p>	<p><b>Topic:</b> <b>Chapter 4: SELLING THE ASSOCIATION MARKET</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify factors that association meeting planners consider when making a site selection.</li> <li>• Describe the different types of association meetings.</li> <li>• Identify characteristics of association meetings that are important for selling to the association market.</li> <li>• Identify who typically decides where to hold an association meeting and those who may influence that decision.</li> <li>• Describe the tools salespeople use to locate associations and to find information about the meetings associations hold.</li> </ul>	<p>4</p>

	<p><b>Activity: Individual/Group Activities</b>                  Activity 1: Association Research                  Activity 2: Association Directories                  Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b>                  NIL</p>	
<b>Week 5</b>	<p><b>Topic:</b>  <b>Chapter 5: SELLING THE CORPORATE MEETINGS MARKET</b></p> <p><b>Learning Outcomes:</b>                  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify factors that corporate meeting planners consider when making a site selection.</li> <li>• Describe the different types of corporate meetings.</li> <li>• Identify characteristics of corporate meetings that are important for selling to the corporate market.</li> <li>• Identify who typically decides where to hold a corporate meeting.</li> <li>• Describe the tools salespeople use to locate corporations and to find information about the meetings they hold</li> </ul> <p><b>Activity: Individual/Group Activities</b>                  Activity 1: Case Study: "Overcoming Rate Resistance— Among the Sales Staff"                  Activity 2: Corporate Meetings Research                  Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b>                  Cheryl-Anne Sturken, " Making Inroads," Meeting &amp; Conventions, April 2005.</p> <p>Meeting, Expositions, Events, and Conventions: An Introduction to the industry. George G. Fenich, Prentice Hall, 2005.</p> <p>Association for Corporate Travel Executives (ACTE)                  http: <a href="http://www.acte.org">www.acte.org</a></p> <p>Corporate &amp; Incentive Travel – http: <a href="http://www.corporate-inc-travel.com">www.corporate-inc-travel.com</a></p> <p>National Business Travel Association – http: <a href="http://www.nbta.org">www.nbta.org</a></p>	4
<b>Week 6</b>	<p><b>Topic:</b>  <b>Chapter 6: SELLING OTHER MARKETS</b></p>	4

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the nonprofit organizations market and explain how to sell meeting services and products to it.</li> <li>• Identify SMERF organizations and explain how to sell meeting services and products to them.</li> <li>• Summarize sales considerations for selling meeting services and products to the following markets: government agencies, labor unions, incentive meetings, insurance meetings.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Case Study: “Reviving Revenue Management”  Activity 2: The Rolling Green Resort—Selling Incentive Meetings Activity 3: Nontraditional-Market Research Activity 4: Review Questions</p> <p><b>Further reading for this lesson:</b> National Association of Reunion Managers <a href="http://www.reunions.com">http: www.reunions.com</a>  World Wide Travel – <a href="http://www.wwts.com">http: www.wwts.com</a></p>	
<p><b>Week 7</b></p>	<p><b>Topic:</b> <b>REVISION AND PROGRESS TEST # 1</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand and relate Convention management terms and activities in Chapter 1 until 6.</li> </ul> <p><b>Activity:</b> 1) Revision Chapter 1- 6 2) Progress Test # 1 3) Review of Progress Test Answer</p> <p><b>Further reading for this lesson:</b> Chapter 6: Convention Management and Services (Seventh Edition)</p>	<p>4</p>
<p><b>Week 8</b></p>	<p><b>Topic:</b> <b>Chapter 7: SELLING TO THE MEETINGS MARKET</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the steps in making a personal sales call.</li> <li>• Explain how to conduct telephone selling effectively in meeting and convention sales.</li> <li>• Describe the convention and meeting sales techniques of sales blitz selling, trade show selling, selling with convention bureaus, and site inspection selling or familiarization tours.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Case Study: “No Vacancy” Activity 2: Discussion: Cancellation, Termination, and Penalty Clauses Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b> Conferences and Convention: A Global Industry, Tony Rogers, published by Elsevier Butterworth Heinemann, 2003.  Hospitality Sales: A Marketing Approach, Margaret Shaw and Susan Morris, John Wiley and Sons, 2000. <a href="http://www.hospitality@wiley.com">http: www.hospitality@wiley.com</a>  Hospitality Sales and Marketing, Fourth Edition, James R.Abbey, Educational Institute of AH&amp;LA,2003 <a href="http://www.ei-ahla.org">http: www.ei-ahla.org</a>  Hospitality Sales &amp; Marketing Association International (HSMAI) <a href="http://www.hsmi.org">http: www.hsmi.org</a>  Sales &amp; Marketing Executives (SME) International <a href="http://www.smei.org">http: www.smei.org</a></p>	
<p><b>Week 9</b></p>	<p><b>Topic:</b> <b>Chapter 8: ADVERTISING TO THE MEETING PLANNER</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe how hospitality companies use print media and technology to advertise.</li> <li>• Identify the purpose and types of collateral materials hospitality companies use in advertising.</li> <li>• Explain how to conduct a direct mail campaign.</li> <li>• Summarize the process of planning an advertising strategy.</li> <li>• Describe how public relations and publicity can help a property reach meeting planners.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Case Study: “Sales Slump in Sun City” Activity 2: Ad Critiques Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b></p> <p><i>E-Commerce and Tourism in Hospitality and Tourism</i>, Zongqing Zhou, Thomson Delmar Learning, 2003.</p> <p><i>Marketing in the Hospitality Industry</i>, Fourth Edition, Ron A. Nykiel, Educational Institute of AH&amp;LA, 2003. http: <a href="http://www.ei-ahla.org">www.ei-ahla.org</a></p> <p>Hotel Marketing – http: <a href="http://www.hotelmarketing.com">www.hotelmarketing.com</a></p> <p>Meeting Path – http : <a href="http://www.meetingpath.com">www.meetingpath.com</a></p> <p><i>Public Relation</i> magazine – http: <a href="http://www.prweek.com">www.prweek.com</a></p>	
<p><b>Week 10</b></p>	<p><b>Topic:</b> <b>Chapter 9: NEGOTIATIONS AND CONTRACTS</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the purpose of negotiations between meeting planners and hospitality properties, and outline how to prepare for such negotiations.</li> <li>• Describe the elements of a letter of agreement or a contract and distinguish between those elements.</li> <li>• Explain how contract standardization and the use of multiple-meeting contracts are changing the meetings industry.</li> </ul>	<p>4</p>

	<p><b>Activity:</b>  <b>Individual/Group Activities</b>                  Activity 1: Case Study: "No Vacancy"                  Activity 2: Discussion: Cancellation, Termination, and Penalty Clauses                  Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b></p> <p>Alison Hall, "Fewer Suppliers, Better Deals," Corporate Meetings &amp; Incentives, July 2004.</p> <p>"Resolving Disputes in the Global Marketplace," Arbitration Seminar, American Bar Association.  <a href="http://www.abanet.org">http: www.abanet.org</a></p>	
<p><b>Week 11</b></p>	<p><b>Topic:</b>  <b>Chapter 10: THE SERVICE FUNCTION</b></p> <p><b>Learning Outcomes:</b>                  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify factors to consider when determining who coordinates hotel service to groups.</li> <li>• Describe the duties and responsibilities of a convention service manager.</li> <li>• Describe the duties and responsibilities of various convention service staff positions.</li> <li>• Identify issues related to the transfer of responsibility for servicing a group account from a hotel salesperson to the convention service manager.</li> <li>• Describe the role of the convention service manager in meeting planning, execution, and evaluation.</li> </ul> <p><b>Activity:</b>  <b>Individual/Group Activities</b>                  Activity 1: Special Considerations for Servicing Small Meetings                  Activity 2: Review Questions</p>	<p>4</p>

	<p><b>Further reading for this lesson:</b></p> <p>Connie Goldstein, “ Productive Meetings,” <i>Corporate Meetings &amp; Incentives</i>.</p> <p>Hospitality Marketing Management, Third Edition, Robert Reid and David Bojanic, John Wiley 2001.</p> <p>Marketing for Hospitality and Tourism, Fourth Edition, Philip Kotler, John Bowen, James Makens, Prentice-Hall 2006.</p> <p>Hyatt Hotels and Resorts – http: <a href="http://www.hyatt.com">www.hyatt.com</a></p> <p>Marriot International – http: <a href="http://www.marriott.com">www.marriott.com</a></p>	
<p><b>Week 12</b></p>	<p><b>Topic:</b> <b>Chapter 11: GUESTROOMS</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the ways in which meeting attendees make reservations at the hotel that will host their meeting.</li> <li>• Identify factors that hotel staff takes into account when assigning rooms to meeting attendees and managing room blocks, and describe the importance of good check-in/check-out procedures.</li> <li>• Describe how computerization facilities front office guest service.</li> </ul> <p><b>Activity:</b> <b>Individual Activity:</b> Activity 1: Exploring Property Management Software for the Hospitality Industry Activity 2: Review Questions</p> <p><b>Further reading for this lesson:</b> Convention Industry Council, Hotel Best Practices for Managing Room Blocks. http: <a href="http://www.conventionindustry.org/projects/hotel_BP.htm">www.conventionindustry.org/projects/hotel_BP.htm</a></p> <p>Sheraton Hotels – http: <a href="http://www.sheraton.com">www.sheraton.com</a></p>	<p>4</p>
<p><b>Week 13</b></p>	<p><b>Topic:</b> <b>Chapter 12: PREPARING FOR THE EVENT</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the purpose of a pre-convention meeting and the function of a key personnel roster.</li> <li>• Describe the format and uses of the specification sheet prepared by the convention service manager.</li> <li>• Describe the format and uses of function sheets in servicing conventions and group meetings.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Preconvention Meeting Plans Activity 2: Review Questions</p> <p><b>Further reading for this lesson:</b> Meetings and Conventions: A Planning Guide, Don MacLaurin and Ted Wykes, Meetings Professionals International. http: <a href="http://www.mpiweb.org">www.mpiweb.org</a></p> <p>Meetings &amp; Conventions – http: <a href="http://www.meetings-conventions.com">www.meetings-conventions.com</a></p> <p>Meetings News – http: <a href="http://www.meetingsnews.com">www.meetingsnews.com</a></p>	
<p><b>Week 14</b></p>	<p><b>Topic:</b> <b>REVISION AND PROGRESS TEST # 2</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand and relate Convention management terms and activities in Chapter 7 until 12.</li> </ul> <p><b>Activity:</b> 1. Revision Chapter 7- 12 2. Progress Test # 2 3. Review of Progress Test Answer</p> <p><b>Further reading for this lesson:</b> NIL</p>	<p>4</p>

<p><b>Week 15</b></p>	<p><b>Topic:</b>  <b>Chapter 13: FUNCTION ROOMS AND MEETING SETUPS</b>  <b>Chapter 14: FOOD AND BEVERAGE SERVICE</b></p> <hr/> <p><b>Learning Outcomes:</b>  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify factors that convention service managers consider before assigning function space to meeting planners.</li> <li>• Identify various meeting room setups and describe when each is commonly used</li> <li>• Identify different types of food service and service-related issues related to food functions.</li> <li>• Identify control issues related to food functions.</li> <li>• Describe service and control issues related to beverage functions.</li> <li>• Describe post-function activities for both food and beverage functions, and compare large properties with small ones in terms of in-house coordination.</li> </ul> <hr/> <p><b>Activity:</b>  <b>Case Study: Individual/Group Activities</b>  Activity 1: Mini-case  Activity 2: Research Project  Activity 3: Review Questions  Activity 4: Food Service Survey—Healthier Foods</p> <hr/> <p><b>Further reading for this lesson:</b>  <a href="http://www.ceosoft.com">http://www.ceosoft.com</a>  Features  Benefits  Demo</p> <p>MeetingMatrix International, Inc., MeetingMatrix Platinum Plus: <a href="http://www.meetingmatrix.com">http://www.meetingmatrix.com</a>  Features  Benefits  Demo</p> <p>The Catering Connection – <a href="http://www.caterconnect.com">http://www.caterconnect.com</a></p> <p>Controlling Alcohol Risks Effectively (CARE)  <a href="http://www.ei-ahma.org/care.index.htm">http://www.ei-ahma.org/care.index.htm</a></p>	<p>4</p>
<p><b>Week 16</b></p>	<p><b>Topic:</b>  <b>Chapter 15: AUDIOVISUAL REQUIREMENTS</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Summarize factors in the decision about which audiovisual requirements to service in-house and which to outsource.</li> <li>• Describe types of audiovisual equipment and their uses.</li> <li>• Identify issues related to providing audiovisual equipment and services.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: AV Equipment Research Activity 2: Mini-Case Study I Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b> The Boston on Meeting Technology, Doug Fox, City of Boston and PCMA. Contact PCMA at (877)</p> <p>Meeting Professionals Guide to Technology. Contact EventCom Technologies by Marriott, <a href="http://www.marriott.com/eventcom">http: www.marriott.com/eventcom</a></p> <p>American Society of Training and Development <a href="http://www.astd.org">http: www.astd.org</a></p> <p>Presentations.com – <a href="http://www.presentations.com">http: www.presentations.com</a></p>	
<p><b>Week 17</b></p>	<p><b>Topic: Chapter 16: Admission Systems and Other Services</b></p> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe types of admission systems used for meetings.</li> <li>• Identify special services properties sometimes offer meeting groups.</li> <li>• Describe programs that hospitality properties offer for guests and children of meeting attendees.</li> </ul> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Convention Registration Experience Activity 2: Designing Guest/Companion Programs Activity 3: Review Questions</p> <p><b>Further reading for this lesson:</b> The Convention Industry Council Manual, Seventh Edition, Susan Krug, Executive Editoe,2000</p> <p>Global Event Partners – Destination Management Companies <a href="http://www.globaleventspartners.com">http: www.globaleventspartners.com</a></p>	<p>4</p>

<p><b>Week 18</b></p>	<p><b>Topic:</b> <b>Chapter 17: EXHIBITS AND TRADE SHOWS</b></p> <hr/> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the types of exhibits and describe the usual ways of assigning exhibit space.</li> <li>• Describe the duties and responsibilities of key trade show personnel.</li> <li>• Identify the elements of exhibit planning.</li> <li>• Explain exhibit billing procedures and the shipping and receiving concerns of exhibitors and properties that host them.</li> </ul> <hr/> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Tour an Exhibition Service Company Activity 2: Exhibit or Trade Show Exploration Activity 3: Review Questions</p> <hr/> <p><b>Further reading for this lesson:</b> International Associations for Exhibition Management http: <a href="http://www.iaem.com">www.iaem.com</a>  Exhibit Designers and Producers – http : <a href="http://www.edpa.com">www.edpa.com</a></p>	<p>4</p>
<p><b>Week 19</b></p>	<p><b>Topic:</b> <b>Chapter 18: CONVENTION BILLING AND POST-CONVENTION REVIEW</b></p> <hr/> <p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain how hospitality properties handle billing for conventions and meetings.</li> <li>• Describe typical procedures for conducting a post-convention review.</li> </ul> <hr/> <p><b>Activity:</b> <b>Individual/Group Activities</b> Activity 1: Post-Convention Meeting Role-Play Activity 2: Interviews with Hotel Accounting Staff Activity 3: Review Questions</p> <hr/> <p><b>Further reading for this lesson:</b> The Convention Industry Council Manual, Seventh Edition. http: <a href="http://www.conventionindustry.org">www.conventionindustry.org</a>  Insurance Conference Planners – http : <a href="http://www.icpanet.com">www.icpanet.com</a></p>	<p>4</p>

<b>Week 20</b>	<b>Topic:</b> <b>Revision and Progress Test # 3</b>		4
	<b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:		
	<ul style="list-style-type: none"> <li>Understand and relate Convention management terms and activities in Chapter 13 until 18.</li> </ul>		
	<b>Activity:</b> 1. Revision Chapter 13- 18 2. Progress Test # 3 3. Review of Progress Test Answer		
	<b>Further reading for this lesson:</b> NIL		
	<b>Total</b>		80
<b>12. Text</b>	<b>Compulsory</b>	Textbook: Textbook: <i>Convention Management and Service</i> , Sixth Edition, by Milton T. Astroff and James R. Abbey.	
	<b>Reference</b>	Dave Kovaleski, "The Meeting Industry Grows Up," <i>Corporate Meetings &amp; Incentives</i> , March 2005,p. 28.  Cheryl-Anne Sturken, "Making Inroads," <i>Meetings &amp; Conventions</i> , April 2005  Connie Goldstein, " Productive Meetings," <i>Corporate Meetings &amp; Incentives</i> .	