21st Century Meeting and Event Technologies Powerful Tools for Better Planning Marketing and Evaluation 1st edition Lee Solutions Manual

SKU: 9781771880237-SOLUTIONS

Week 2 / Chapter 2
Using the Right Technology for the Right Purpose

Learning Objectives, Measurable Outcomes (→)

In this chapter students should learn how to:

- Identify current future meeting and event technology needs for the organization through the gap analysis and decision making and forecast needs for the future.
- Select the appropriate technological solutions for various tasks, such as meeting and event marketing, requests for proposals, planning, registration, on-site management, attendee applications, and evaluation.
- Determine the appropriate levels of training that will be required to support these new technologies.
- Adapt new technologies for the specific meetings and events purpose.
- To adapt, design and develop mobile applications for the specific meetings and events purpose.
- Continually evaluate and analyze meeting and event technological productivity and promote continuous improvement.
- Reduce future meeting and event technology risk through anticipating future technological development.

Opening Activity

Step 1: Ask students to form pairs and discuss what future meeting and event planning problems may be resolved more effectively and efficiently using technology.

Step 2: Ask students to present pro and con arguments for the use of technology in preparing proposals, planning, registration, on-site management and evaluation of the meeting or event.

Lecture slides

Please refer the included chapter PPT slides. Revise them for your purposes as needed.

In-class hands-on activity

Step 1: Ask students to form a group of four persons and discuss how they would select evaluation software for their meeting or event. They should consider needs, costs and training requirements in their analysis.
Step 2: Ask the group to present their recommendations to the rest of the class, providing a final recommendation of which software or application to purchase.

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Discussion of case study

Ask students to discuss the first case study and provide their recommendations regarding how to improve the outcome from this case.

Please use any of the listed discussion questions in the textbook.

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