



## Convention Services Management Training Course

### Description/Overview of Course

The Convention Services Management Training Course reviews all aspects of the role of a convention services manager (CSM) and the management of convention services in a global context. Although introductory in nature, the course is suitable and adjustable for advanced industry professionals. Its principles are generally applicable to the convention services management functions of servicing international congresses, conferences, and business meetings and events. It is relevant to all segments of the industry, including hotels, convention and visitors' bureaus (CVBs), destination management companies (DMCs), destination marketing organizations (DMOs), event planners, meeting venue coordinators, and convention and conference centers, as well as industry professionals and stakeholders, such as government representatives (public sector), involved in planning and executing meetings and business events. The course has a holistic focus, encompassing global conventions, congresses, events, and meeting services, to address the learning needs of a wider audience.

The primary goals of this course are to help learners do the following:

- Review all aspects of the role of convention services management in a global context;
- Understand client needs and the strategic sales process;
- Improve the providers' meetings and business events services to respond to today's needs and expectations from clients and beyond;
- Produce an alignment of service delivery with customer-identified event outcomes vis-à-vis customer satisfaction; and
- Improve individual and group performance in respective lines of work through identified management and communications strategies.

To address these goals, this four-module course blends online and face-to-face education. The first preparatory module is conducted online, and its final three modules are conducted in person during a two-day, face-to-face professional training course. Prior to the face-to-face course, PCMA conducts pre-course discussions and analysis with each client. Based on the client's needs, each course is tailor-made to the destination audience taking the course.



## Learning/Module Outcomes

### Online Learning Outcomes:

After completing this module, the learners will be able to:

- Apply the principles of the learning environment to the adult learner.
- Identify standardization applicable to convention services management.
- Demonstrate how to increase customer satisfaction using many areas of expertise.
- Determine the value of cross-selling and selling enhanced services.
- Compare the different types of room arrangement as they relate to learning structure and learner participation.
- Determine the impact of food and beverage on meeting participants.
- Determine how to integrate green elements into clients' events.
- Develop awareness of the cultural differences between planners and delegates.
- Identify terms used in industry terminology.

### Module 1 Outcomes:

After completing this module, the learners will be able to:

- Apply the principles of the learning environment to the adult learner.
- Examine the development of the convention services manager (CSM) role and the evolution of convention services management.
- Develop strategic selling and one-on-one selling strategies.
- Differentiate destinations through the unique value propositions (UVPs) of individual businesses and properties.
- Summarize the concept of branding.
- Analyze the overall effectiveness of service rendered to customers.

### Module 2 Outcomes:

After completing this module, the learners will be able to:

- Determine the impact of food and beverage on meeting participants.
- Compare the different types of room arrangement as they relate to learning structure and learner participation.
- Determine how to integrate green elements into clients' events.
- Develop awareness of the cultural differences between planners and delegates.
- Determine the value of cross-selling and selling enhanced services.
- Develop customer satisfaction through proper communication and personalized approaches.

### Module 3 Outcomes:

After completing this module, the learners will be able to:

- Identify the communication skills necessary to effectively use today's technology with clients while maximizing services management opportunities.
- Analyze the overall effectiveness of service rendered to customers.
- Identify standardization applicable to convention services management.
- Demonstrate how to increase customer satisfaction using many areas of expertise.
- Determine the importance and expected outcomes of pre- and post-convention meetings for planners and service providers.
- Apply the concept of evaluation to regular "daily" work experiences.

## Outline of Lesson Topics

### Online Learning Lessons:

- Lesson 1: Professional Education: Lifelong Learning and Professionalization
- Lesson 2: 360-Degree Service Selling: The Value of Cross-Selling and the Value of Sales Enhancement Opportunities
- Lesson 3: The Meeting's Physical Environment
- Lesson 4: Food and Beverage
- Lesson 5: Green Meetings
- Lesson 6: Global Meetings

### Module 1 Lesson Topics:

- Topic 1: Face-to-Face Course Orientation
- Topic 2: Lifelong Learning
- Topic 3: Convention Services Management
- Topic 4: Strategic Selling
- Topic 5: The Personal Connection: One-on-One Selling
- Topic 6: Unique Value Propositions

- Topic 7: Branding: Changing the Competitive Edge
- Topic 8: The Results: Creating Fanatics

### Module 2 Lesson Topics:

- Topic 1: Food and Beverage
- Topic 2: The Meeting's Physical Environment
- Topic 3: Green Meetings
- Topic 4: Global Meetings
- Topic 5: The Value of Cross-Selling
- Topic 6: The Value of Sales Enhancement Opportunities
- Topic 7: Managing Scope of Work

### Module 3 Lesson Topics:

- Topic 1: The Internet of Things
- Topic 2: Booking a Meeting
- Topic 3: Professionalization
- Topic 4: Elevating Engagement
- Topic 5: Pre- and Post-Convention Meetings
- Topic 6: Evaluation and Wrap-Up
- Topic 7: Face-to-Face Course Wrap-Up