



Patti J. Shock

Patti J. Shock is the academic consultant for The International School of Hospitality.

Shock, who is a pioneer and national leader in the fields of conventions and events and hospitality education, oversees TISOH's online certificate programs. She was among the first in higher education to embrace distance learning, and 15 years ago, developed the first online hospitality curriculum for the University of Nevada, Las Vegas.

As academic consultant, Shock brings to TISOH decades of experience in teaching hospitality-related courses in higher education institutions. Shock is one of the UNLV professors and hospitality industry experts who founded TISOH to help hospitality workers advance in their careers and offer training for students aspiring to enter the field.

Shock has written for numerous publications and has authored several books on events catering, including, "A Meeting Planner's Guide to Catered Events," and "On-Premise Catering."

She also wrote several chapters of the Convention Industry Council Manual. The Convention Industry Council (CIC) represents 33 member organizations with more than 103,500 individuals and 19,500 firms and properties. The CIC provides a forum for member organizations to exchange information on global trends and topics, promulgate excellence in best practices and guidelines, collaborate on industry issues and advocate the value of the meetings, conventions, exhibitions and events industry.

Shock recently retired from the UNLV faculty after 25 years, including 18 years as chairwoman of the Tourism and Convention Administration Department. But she continues to teach as an adjunct professor at UNLV and for Florida International University, via online courses.

Shock's work at UNLV includes developing the university's Convention, Meetings and Events Major.

Prior to her work at UNLV, Shock served as chairwoman for the Hotel, Restaurant and Travel Administration Department at Georgia State University for 10 years. While at GSU, she developed the first convention management courses in higher education.



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Over the years, Shock has encouraged and mentored faculty members at numerous colleges and developed coursework for the art of meeting and event coordination. Among top industry circles, she is often referred to as the Mother of Convention Education, especially as a result of her early work with the Council of Hotel, Restaurant and Institutional Administration.

Shock's extensive career includes serving on some of the hospitality industry's most influential associations and committees. Among them, she served as chairwoman of the CIC APEX Terminology Committee, which created the APEX Industry Glossary, defining more than 1,400 industry terms, acronyms and abbreviations.

Shock is an award-winning industry expert who has received nearly 30 academic and professional honors since 1976, including: the 2010 National Lifetime Emeritus Award from the National Association of Catering and Events, the 2010 Lifetime Achievement Award from the National Association of Catering Executives, Las Vegas Chapter, the 2007 Lifetime Achievement Award from the International Association of Expositions and Events, the 2005 Professional Achievement Award from the Professional Convention Management Association, and the 1996 Educator of the Year Award from the Professional Convention Management Association.

In 2002, Shock was named one of the 10 Most Powerful Women in the Convention Industry by *Successful Meetings* magazine and one of the 25 Most Influential People in the Meetings Industry by *Meeting News* magazine. In 2003, she was named one of the 100 Most Influential People in the Exhibition Industry by *Tradeshaw Week* magazine.

Shock holds a master of science degree in institution administration and a bachelor of science degree in hotel and restaurant administration from the University of Southern Mississippi.

When she is not teaching or consulting, Shock blogs for *Cvent*, an online publication that offers information and resources for event planners