

MODULE: CONFERENCE AND EVENT MANAGEMENT

Semester: II (Spring)
Stage: 3
Themes: Managing Hospitality Operations
Number of Credits: 4 semester credits/6 quarter units

INTRODUCTION

This module is designed to provide students with an in-depth understanding of International Events and Conferences and how they contribute to hospitality products and services. The module examines the integrative nature of service management as well as the complex nature of events and conference services, and is designed to prepare students who wish to specialise in the delivery of these dynamic hospitality services.

AIMS

- To enable students to focus on diverse nature of international events and conference management
- To allow students to develop an in-depth understanding of the socio-cultural and political aspects involved in planning, design and delivery of international events / conferences
- To provide students with a clear understanding of how to manage resources in the hospitality service industry
- To provide students with a clear understanding of how market resources impact on the hospitality service industry

On completion of the module students will be able to:

- Fully understand the scope of Events and Conference management from an international perspective
- Identify the impact of various types of international events and conferences in modern society
- Fully appreciate multi-cultural factors which influence international events and conferences
- Understand the nature of planning and designing an international event / conference
- Fully appreciate the role of marketing and sponsorship in international event / conferences
- Evaluate and discuss in detail future trends and developments in international event / conferences

SYLLABUS

Events & Conference Creation & Development

- The concept of international events & conference management
- The impact of international events and conference management
- Trends and development in international events and conference management

Event & Conference Planning

- The Planning Function
- Event / Conference Design
- Event / Conference Proposal
- Client Contract / Fees
- Safety & Security
- Materials and Equipment
- Emergency Procedures

International Events & Conferences

- Local customs and protocol
- Religious factors
- Socio-cultural factors
- Political factors

International Event / Conference Management

- Managing and co-ordinating international resources
- Controlling Budgets
- Managing Time

International Event / Conference Marketing

- Concept of international corporate events / conference marketing
- Event / conference promotion, advertising and public relations
- Developing event / conference marketing strategies
- Trends in event / conference marketing

Sponsors of International Event / Conferences

- The concept of international event / conference sponsorship
- Creative approaches to international event / conference sponsorship
- Legal issues in international event / conference sponsorship
- The future of sponsorship in international events/ conferences

Workload

Contact:	60 hours
Directed Learning:	30 hours
Independent Learning:	60 hours

Total **150 hours**

Teaching and Learning Methods

This module will be delivered by a means of formal and participative style lectures and tutorials. Lectures will be used to deliver key topics to allow students develop knowledge and understanding of the subject areas. Tutorials will be used to carry out discussions and analysis of the various themes presented in the lectures. Guest speakers will be used to supplement lectures and tutorials.

Integration and Linkage

Material in this module is linked closely with several modules such as the Introduction to International Hospitality Management and the Principles of Travel, Tourism and Hospitality Operations in Stage I of the programme. It is further linked with modules such as Accommodation and Facilities Management and Supply Chain Management in Stage II of the programme. Modules such as Business Policy and International Travel, Tourism and Hospitality develop it further in the final stage of the programme.

Assessment of the Learning Outcomes

Learning Outcome	Assessment Method
Have an in-depth knowledge and understanding of the diverse and complex nature of event and conference management	Assignment – Case study, commentary/ analysis – essay
Be able to analyse and evaluate the role of events and conference management from a global context	Examination question, commentary / analysis essay
Be able to express views and opinions on the issues involved in the global planning, design and delivery of event and conference services	Examination question, commentary / analysis essay
Have an in-depth knowledge and understanding of how to manage resources in the hospitality industry	Examination question, - hypothetical / fact / situation – “problem style”
Be able to assess and interpret the role of sponsorship on Conference and Events Management in a clear and concise format	Examination question, - hypothetical / fact / situation – “problem style”

Assessment

30% of the marks will be allocated to course work, with the remaining 70% of the marks being reserved for the written examination on module completion.

Reading List

Title	Author	Publisher	Year
Essential			
Special Events, Twenty-First Century Global Event Management	Goldblatt, J	Wiley	2002
The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events	Allen, J	Wiley	2001
Recommended			
International Business	Hughes MD, & Taggart, J	Palgrave	2001
Complete idiot's guide to meeting and event planning	Craven, RE, & Golabowski, LJ	Alpha Books	2001
The International Dictionary of Event Management, 2 nd Edition	Goldblatt, J	Wiley	2001
Global Marketing Management	Kotabe, M & Helsen, K	Wiley	1999
Festival and Event Management 2 nd Edition	Allan, J., McDonnell, I, O'Toole, W & Harris, R	Wiley	2002
International Marketing	Cateora, PR	Irwin, Boston	2000