

MODULE: CONFERENCE AND EVENT MANAGEMENT

CODE: BAIHM-3-2-10

Stage: III

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

This module is designed to provide learners with an in-depth understanding of complexity and wide-ranging scope, role and purposes served by international events/conferences. Learners examine the inter-relationship of international events/conferences and both international and national hospitality products and services. The module deals with planning and designing an event/conference, including the management of resources, budgets and time and examines the socio-cultural and political issues affecting the design of cross-cultural and cross-border events. Learners analyse the role played by sponsorship, promotion and advertising, and evaluate various constraints and regulations governing international events/conferences.

Site/event visits and visits from conference/event managers are a key element of this module and all learners are required to conduct an extensive analysis of a recent event/conference as part of their coursework.

This module aims:

- To enable learners to focus on diverse nature of international events and conference management
- To allow learners 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 learners with a clear understanding of how to manage resources in the hospitality service industry
- To provide learners with a clear understanding of how market resources impact

on the hospitality service industry.

Module Content

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.