

## Module 29: Conference and Events Management

<b>Stage</b>	3						
<b>Semester</b>	2						
<b>Module Title:</b>	Conference and Event Management						
<b>Module Number/Reference</b>	BAIHH-CEM						
<b>Module Status</b>	Elective						
<b>Module NFQ level</b>	8						
<b>Pre-requisite Module Titles</b>	International Hospitality Management, Hospitality Operations, Tourism Studies.						
<b>Co-requisite Module Titles</b>	International, Travel, Tourism and Hospitality						
<b>Is this a capstone module?</b>	No						
<b>List of Module Teaching Personnel</b>							
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (Hours)</b>
45				55			100
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent work</b>	
35		10		25		30	100
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>100%</b>		
<b>Percentage contribution</b>	40%			60%	<b>100%</b>		

### Intended Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Explain the complexity and wide-ranging scope, role and purposes served by international conferences /events and the key players involved in this industry.
2. Discuss the possible future trends and developments in the international conference/ event sector.
3. Demonstrate a comprehensive knowledge of the details involved in planning and designing an international event / conference, including the management of resources, budgets and time.
4. Discuss the economic, social, political and environmental effects of international conferences/events on a host destination.
5. Analyse the role played by promotion, advertising, public relations and sponsorship in marketing international events.
6. Employ research skills in sourcing relevant information to support coursework.
7. Contribute to class discussion on topics relevant to the international conference and event sector.
8. Judge and apply professional and ethical standards applicable to the international conference and event sector.

## **Module Objectives**

This module is designed to provide learners with an in-depth understanding of the complexity and wide-ranging scope, role and purposes served by international events/conferences. It allows learners the opportunity to examine the key management systems and processes used in the field of conference and event management. The module deals with planning and designing an event/conference, including the management of resources, budgets and time and examines the economic, social and environmental impacts of international events on host communities/destinations. Learners analyse the role played by sponsorship, public relations and new multimedia technology used in marketing international events.

This module aims:

- To enable learners to focus on the diverse nature of the international events and conference industry and to discuss the key players involved;
- To allow learners to develop an in-depth understanding of the economic, social, and environmental impacts of international events / conferences
- To provide learners with a clear understanding of how to manage the key processes involved in the conference and events industry
- To provide learners with a clear understanding of the key trends, developments, challenges and opportunities affecting the international conference and events industry.

## **Module Curriculum**

### **The International Meetings, Expositions, Events, and Convention Industry (MEEC)**

- An overview of the MEEC industry
- MEEC Organisers and Sponsors
- The Key Players in the MEEC industry.

### **Management, Feasibility and Development of International Conferences and Events**

- A model, processes, system of a body of knowledge
- The event management environment: complexity and uncertainty
- Phases of event management and the event life cycle.

### **The International Event Management System**

- The event project
- The Management Framework
- The developing event: a maturity model

### **International Event Management Processes (1)**

- A process model for events
- Scope management
- Stakeholder management
- Sponsorship
- Event design
- Marketing process
- Financial process.

## **International Event Management Processes (2)**

- Time management process
- Risk management process
- Communication process
- Procurement process
- Human resources process.

## **International Event/Conference Marketing**

- Event sponsorship
- Marketing process, communications and public relations
- New multimedia technology for event organisers.

## **The Economic, Social and Environmental Impacts of International Conferences and Events**

- Factors affecting conference and event sector demand
- The economic impact of the conference and events industry
- Social impacts and legacies of international conferences and events
- Environmental impacts and sustainability issues.

## **The Future: Trends, Challenges and Opportunities facing the International Conference and Events Industry**

- Drivers for change in the global conference and events industry
- Developments in technology
- Virtual events
- The transferable personal skills of an event manager.

## **Reading Lists and other learning materials**

Fenich, G. (2014), *Planning and Management of Meetings, Expositions, Events and Conventions*, Pearson Education.

Fenich, G. (2016). *Meetings, Expositions, Events & Conventions: An Introduction to the Industry*, 4th Ed, Prentice Hall.

Ferdinand, N. and Kitchin, P. (2012), *Events Management, An International Perspective*, Sage Publishing.

Getz D. (2013), *Event Tourism: Concepts, International Case Studies, and Research*  
Cognizant Communication Corporation

Goldblatt, J. (2014), *Special Events: Creating and Sustaining a New World for Celebration*, (7th Edition), Wiley Publishing.

Henderson, E.V. and McIlwraith, M. (2012), *Ethics and Corporate Social Responsibility in the Meetings and Events Industry*, Wiley Publishing.

Mair, J. (2013), *Conferences and Conventions, A Research Perspective*, Routledge.

Merkel, U. (2013), *Power, Politics and International Events, Socio-cultural Analyses of Festivals and Spectacles*. Routledge.

Preston, C.A. (2012) *Event Marketing, How to successfully Promote Events, Festivals, Conventions and Expositions*, 2<sup>nd</sup> ed., Wiley Publishing.

Razaq, Raj., Walters, P., and Rashid, T. (2013), *Events Management, principles and practice*. 2<sup>nd</sup> ed., Sage.

### **Journals:**

- Journal of Convention & Event Tourism – Taylor and Francis Publishing
- International Journal of Hospitality & Tourism Administration - Taylor and Francis Publishing
- Journal of Human Resources in Hospitality & Tourism - Taylor and Francis Publishing
- Journal of Hospitality and Leisure Marketing - Taylor and Francis Publishing
- International Journal of Contemporary Hospitality Management – Emerald.

### **Websites:**

<a href="http://www.mpinet.org">www.mpinet.org</a>	Meeting Planners International (MPI)
<a href="http://www.site-intl.org">www.site-intl.org</a>	Society of Incentive Travel Executives (SITE)
<a href="http://www.esae.org">www.esae.org</a>	European Society of Association Executives (ESAE)
<a href="http://www.iapco.org">www.iapco.org</a>	Int'l Assoc of Professional Congress Organisers (IAPCO)
<a href="http://www.iccaworld.com">www.iccaworld.com</a>	Int'l Congress and Convention Association

### **Module Learning Environment**

A base classroom is used for teaching purposes for the delivery of Conference and Event Management. Learners also have access to Moodle, the College's Virtual Learning Environment.

To support the learners learning of the conference and events module, field trips are organised to conference and event venues. This affords the learners the opportunity to view the various facilities available and to gain relevant information on the management of such facilities.

All learners have access to an extensive range of “actual” and “remote access” library resources. The library monitors and updates its resources on an on-going basis, in line with the College's Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

### **Module Teaching and Learning Strategy**

This module is delivered through lectures and supporting tutorials. Regular site visits are also important in this module as learners can experience the practical aspects of international conferencing and events management first hand. Guest speakers provide seminars and are on hand to answer learners' questions in relation to their role as conference/events managers. Tutorials are used to allow for deeper discussion of topics, and possible case studies or industry publications reviewing recent international events. All of this supports learners' preparation of their individual assignment involving the analysis of a recent conference or event. Lecturers are available for guidance and feedback during the course of this assignment as required.

## **Module Assessment Strategy**

The course work for this module accounts for 40% of the assessment marks and involves engaging learners in an independent piece of research to support them in preparing and planning a predetermined conference/event. This enables learners to demonstrate their ability to apply theoretical and practical skills at an advanced level. The element of coursework involves considerable research, analysis and synthesis of information and facilitates the learners' ability to plan, organise and present their material in a pre-defined format. The remaining 60% of the marks are reserved for an end of semester, closed book examination.