

Module	Conference and Events Management
Course code	BAIHH-CEM
Credits	5
Allocation of marks	40% Continuous Assessment
	60% Final Examination

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.