

CONFERENCE AND EVENTS MANAGEMENT

INTRODUCTION

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

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

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

LEARNING OUTCOMES

On completion of the module successful students will be able to:

- Understand the complexity and wide-ranging scope, role and purposes served by international events/conferences
- Explore possible future trends and developments in international event / conferences
- Possess a comprehensive knowledge of the details involved in planning and designing an international event / conference, including the management of resources, budgets and time
- Evaluate the constraints and regulations governing international events/conferences
- Explore the socio-cultural and political issues affecting the design of cross-cultural and cross-border events
- Analyse the role played by promotion, advertising and public relations
- Critically assess the role of sponsorship in international event / conferences
- Examine the trends, both historical and future, in event sponsorship and review the impact of legal issues in international event / conference sponsorship

- Autonomously apply research skills in sourcing relevant information to support coursework
- Apply diagnostic, analytical and creative skills to the analysis of a particular international event and conference service
- Communicate effectively within groups and contribute to class discussion

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