



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

Course Code THOM300	Course Title Conferences and Exhibitions	ECTS Credits 6
Department Hospitality ,Tourism and Sports Management	Semester Fall / Spring	Prerequisites HOSP-110, HOSP-245
Type of Course Major/Elective	Field Hospitality and Tourism	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3rd	Lecturer Yianna Orphanidou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Understand the Five Stages of M.I.C.E Management: Research, Design, Planning, Coordination, and Evaluation.
- Learn the concepts of communication and synergy, and how they apply to M.I.C.E Design.
- Learn how to conduct an M.I.C.E site inspection.
- Understand budgeting, pricing, and accounting as they relate to M.I.C.E Design.
- Understand the various types of special M.I.C.E, and the requirements for each.
- Submit a complete Conference Design Project, in which the student applies his or her knowledge of M.I.C.E Management and Design to a professional-level M.I.C.E Design Plan.

Learning Outcomes:

After completion of the course students will be expected to be able to:

1. Explain the role of convention centers in the meetings and convention industry
2. Describe the economic impact of the meetings and conference industry
3. Identify the factors that influence the growth of the meetings and conference industry
4. Identify types of associations and the meetings they hold
5. Distinguish between three types of association membership and summarize the typical communication channels within an association

6. Identify the industry's miscellaneous markets and describe concerns involved in servicing those markets.
7. Describe the meeting planner's overall role within the industry
8. Define the marketing concept as it applies to the meetings and conferences industry
9. Recognize the importance and responsibilities of the sales/marketing department
10. Explain the importance of positive communication with the customers
11. Describe elements associated with providing guestrooms, function rooms and other related services for meetings
12. Identify methods of simplifying F&B services for the meetings and convention industry
13. Recognize the importance of technology to the meetings and convention industry

Course Contents:

1. **Introduction to the Meetings, Expositions, Events and Conventions Industry:** Background of Industry, What is a Meeting? Types of MEEC (Meetings, exhibitions, events & conventions) Terminology, Careers.
2. **Meeting, Exhibition, Event, and Convention Organizers and Sponsors:** identify various markets available in the area of M.I.C.E
3. **Meeting and Convention Venues:** Identify different venues characteristics and be able to match the event with the most suitable venue
4. **Exhibitions:** Recognize the importance of exhibitions in the event industry
5. **Service Contractors:** Explain all the steps of making a contract, identify law implications
6. **Destination Management Companies:** Explain how DMC operate, the range of their activities
7. **Special Events Management:** Explain different special events market e.g. weddings, birthday parties, retirement, alumni
8. **Planning MEEC Gatherings:** Explain all the steps prior the preparation of a MEEC
9. **Producing MEEC Gatherings:** Prepare the organization of an academic conference
10. **Food and Beverage:** Explain the importance of catering for the success of an event
11. **Legal Issues in the MEEC Industry:** Explain the implications of the contract, safety
12. **Technology and the Meeting Professional:** Explain the technological equipment available for the well organization of events e.g. audiovisual equipment
13. **International Issues in MEEC:** Explain issues such as accessibility, visa, medical
14. **Putting it All Together:** Students should be in a position to put all issues together and implement a conference of international status

Learning Activities and Teaching Methods

PowerPoint Lectures, workshop assignments - Conference, practical exercises, student presentations/assignments
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Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
George Fenich	Meetings, Expositions, Events & Conventions	Prentice Hall	2008	13: 9780132340571

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
ASTROFF, M. T. & ABBEY, J. R.,	<i>Convention sales and Services</i>	The Educational Institute of the American Hotel and Lodging Association (AHLA).	2006	13:978-0962071058