



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
THOM-300	Conferences and Exhibitions	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
HOSP-110	Management	Fall / Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory/Elective	Tourism, Leisure and Events Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Yianna Orphanidou	3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to Face	N/A	N/A

### Course Objectives:

The main objectives of the course are to:

- Identify the Five Stages of M.I.C.E Management: Research, Design, Planning, Coordination, and Evaluation.
- Apply budgeting, pricing, and accounting as they relate to M.I.C.E Design.
- Identify and analyse the various types of special M.I.C.E requirements and the risk of each event.
- Develop a complete Conference Design Project.

### Learning Outcomes:

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

1. Describe the economic role, impact and growth of meetings and the convention/conference industry.
2. Distinguish the types of association membership/ meetings and their communication channels.
3. Identify the industry's miscellaneous markets and describe concerns involved in servicing those markets.
4. Explain the function and responsibilities of marketing, sales and communication department as it applies to the meetings and conferences industry.
5. Apply evidence-based decision-making in sourcing relevant venues and sponsors, and in the management of budget, time and other resources.
6. Apply CSR activities and organize sustainable events

**Course Content:**

- 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).
- Meeting, Exhibition, Event, and Convention Organizers and Sponsors (various markets available in the area of M.I.C.E.).
- Meeting and Convention Venues (different venues characteristics and be able to match the event with the most suitable venue).
- Service Contractors (steps of making a contract, identify law implications).
- Destination Management Companies.
- Special Events Management.
- Planning MEEC Gatherings
- Food and Beverage
- Legal Issues in the MEEC Industry
- Technology and the Meeting Professional (technological equipment available for the well organization of events e.g. audiovisual equipment).
- International Issues in MEEC (sustainability, ethical considerations, CSR, accessibility, visa and medical service).

**Learning Activities and Teaching Methods:**

PowerPoint Lectures, workshop assignments - Conference, practical exercises, student presentations/assignments

**Assessment Methods:**

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam (conference report), Final exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, 5th Edition	Fenich, G.G.	Pearson	2019	9780132340571

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Convention Management and Service, 9 <sup>th</sup> Edition	Astroff, M. T. & Abbey, J. R	Educational Institute of the American Hotel Motel Association	2016	0866125086. 978- 0866125086