



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
HMG-230	Convention Management	10
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
HMG-100 /HMG-200	Hospitality, Tourism and Sports Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory	Hospitality	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Yianna Orphanidou	2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	N/A	None

### Course Objectives:

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 are 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 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: identify various markets available in the area of M.I.C.E
- Meeting and Convention Venues: Identify different venues characteristics and be able to match the event with the most suitable venue
- Exhibitions: Recognize the importance of exhibitions in the event industry
- Service Contractors: Explain all the steps of making a contract, identify law implications
- Destination Management Companies: Explain how DMC operate, the range of their activities
- Special Events Management: Explain different special events market e.g. weddings, birthday parties, retirement, alumni
- Planning MEEC Gatherings: Explain all the steps prior the preparation of a MEEC
- Producing MEEC Gatherings: Prepare the organization of an academic conference
- Food and Beverage: Explain the importance of catering for the success of an event
- Legal Issues in the MEEC Industry: Explain the implications of the contract, safety
- Technology and the Meeting Professional: Explain the technological equipment available for the well organization of events e.g. audiovisual equipment
- International Issues in MEEC: Explain issues such as accessibility, visa, medical
- 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:**

Lecture, self-assessment, activities, case studies, videos, Discussion forums  
Teaching material including PowerPoint presentations and additional readings, synchronous meetings (WebEx), asynchronous video presentations, forums, chats, quizzes, case studies and

other formative and summative assessments.

**Assessment Methods:**

Exercises/ Quizzes / Q&A

Assignment

Final Exam

Participation to WebEx meetings, discussion forums and other communication tools is recommended as they will assist you in successfully completing your course.

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Convention sales and Services	ASTROFF, M. T. & ABBEY, J. R.,	The Educational Institute of the American Hotel and Lodging Association (AHLEI).	2016	ISBN 978-0-86612-508-6

**Recommended Textbooks / Readings:**

**UNic Library eBook Collections:**

Unic Library provides full text access to a number of eBooks. Below you will find collections from various vendors/publishers.

EBSCO contains more than 135,000 eBook titles from various publishers.

E-BRARY contains more than 111,200 eBook titles from various publishers.

SPRINGER offers access to 18,000 eBook titles published by Springer.

ELSEVIER offers access to 445 titles in specific areas.

WILEY provides access to 690 Wiley eBook title