



Course Syllabus

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

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, 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. Describe the economic role, impact and growth of meetings and the convention/conference industry.
2. Identify types of associations and the meetings they hold.
3. Distinguish the types of association membership/ meetings and their communication channels.

4. Identify the industry's miscellaneous markets and describe concerns involved in servicing those markets.
5. Describe the meeting planner's overall role within the industry.
6. Explain the function and responsibilities of marketing, sales and communication department as it applies to the meetings and conferences industry.
7. Describe elements associated with providing guestrooms, function rooms, F&B, relevant technology and other related services for 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:

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
Special Events: The Brave New World for Bolder and Better Live Events (The Wiley Event Management Series)	Joe Goldblatt Seungwon Lee	Wiley 8 th Edition	2020	978-1119345732
Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, 5 th Edition	Fenich, G.G.	Pearson	2019	9780132340571

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Event Management : How to Apply Best Practices to Small Scale Events	Damm, Sven	Diplomica Verlag	2018	9783842851306
Meetings, Expositions, Events & Conventions	George Fenich	Prentice Hall	2018	13: 9780132340571