Sheffield Hallam University

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MODULE DESCRIPTOR

TITLE	Contemporary Conference Management
SI MODULE CODE	19-7H05-00S
CREDITS	15
LEVEL	7
JACS CODE	N860
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Chiara Orefice

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
40		80	**120**

MODULE AIM

1. Enable you to understand dynamic market forces, changing client needs and expectations and economic pressures in the conference and meetings sector;

2. Develop knowledge of issues and techniques that will facilitate your ability to be innovative and therefore remain effective in the working environment;

3. Allow you to develop the knowledge and skills to underpin a career as a professional in conference and meetings management and enable you to identify and facilitate innovation in this dynamic market sector; and

4. Develop a thorough knowledge and management techniques and the resources required to deliver effective conferences and meetings and to be able to critically evaluate the process of organising and managing conferences and meetings.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

1. critically analyse the needs of a range of stakeholders from the corporate, government and institutional meetings market sectors;

2. critically appraise the size and scope of conference and meetings industry sectors;

3. analyse the underpinning knowledge that facilitates effective change in the management of the conference and meetings process;

4. synthesise and evaluate topical issues relevant to the conference and meetings industry; and

5. present solutions and recommendations, in written and/or verbal formats, in an objective and critical manner

INDICATIVE CONTENT

- Critically analysing the place of the conference and meetings industry within business tourism
- The role and function of stakeholders such as buyers, suppliers and participants, destination management companies, government agencies and professional bodies
- Technological, economic, social and political factors that shape the development of the industry and events
- Exploration of issues relevant to current and innovative industry practice, such as corporate social responsibility, environmental issues, impact of virtual technology, demographics
- The module will draw upon UK and international perspectives.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways.

You will be involved in researching underpinning knowledge and topical issues using Learning Centre resources. You will be asked to research topical issues and develop appropriate management responses for conference and meetings industry sector. Seminars are used to evaluate key concepts and underpinning knowledge. You will be expected to undertake directed reading and personal research in order to be able to contribute effectively to class discussions. You will be expected to spend more time in personal study than you spend in class room activities.

An important aspect of the module will be the interchange of ideas and information between students participating in the discussions. The different perspectives brought to these discussions by international students and those from different sectors of the industry will add an important dimension.

As part of the assessment you will critically analyse current issues and trends in the conference and meetings industry and also reflect on how the knowledge you have gained will have an impact on professional practice.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Report	CW	70%	3,500	N
2	Conference Website	CW	30%	1,500 (equivalent)	N

FEEDBACK

Students will receive feedback on their performance in the following ways
Ongoing feedback during weekly seminars. Drop-in sessions before assignment deadlines. Marking grids with additional personalised comments. Dedicated feedback session at the end of the semester.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Textbooks

Berridge, G. (2007). *Event Design and Experience*. Elsevier

Davidson. R. and Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel. Prentice Hall

Davidson, R and Rogers, T (2006) *Marketing Destinations and Venues Conventions and Business Events.* Elsevier

Fenich, G.G. (2011). *Meetings, expositions, Events and Conventions. An introduction to the industry*. 3rd ed. Pearson

Krugman, C. and Wright R.R. (2007). *Global Meetings and Exhibitions*. Wiley

Rogers, T. (2008). ***Conferences and Convention. A global industry.*** **2nd ed. Butterworth Heinemann. This is the core textbook and it is recommended that you buy a copy.**

Steel, J. (2007). *Perfect Pitch*. Wiley

Vanneste, M. (2008). *Meeting Architecture. A manifesto*. Meeting Support Institute

Journals and reports - see the online **Journal of Convention and Event Tourism** via the library resources catalogue and the many **Mintel** reports on MICE Tourism and Business Travel

Key Websites - these are just a selection on industry websites to start you off. There are many more to discover:

http://www.imex-frankfurt.com/dataexchange.html - for short research papers on green meetings, emerging destinations, multiculturalism etc.

in particular the reports at this link http://www.imex-frankfurt.com/powerof10.html

http://www.businesstourismpartnership.com/index.html - for UK-based materials, see in particular the key report called Britain for Events

http://www.uia.org/services/ - for statistics on Association meetings (does not cover the corporate market).

www.iccaworld.org - for statistics (under the News and Publications section) and other data (in the ICCA Intelligence section) including the city/country rankings

http://www.pcma.org - for a very comprehensive meeting planning resources including information on site inspections, negotiation tactics, evaluation and promotion

http://www.mpiweb.org - for industry trends, evaluation, skills needed from PCOs, impact of new technologies etc.

http://convention2020.meetingsreview.com/ - for a very useful industry study about the future of meetings

http://meetingsreview.com/ - for articles and videos on key issues faced by the industry
See blackboard for updated reading and links to numerous other websites and reports.

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	01/10/2013	22/12/2013
Course Intake 2	28/01/2014	15/05/2014
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	