

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Contemporary Conference Management		
<b>Module Code</b>	19-7H05-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 100%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	Long: 2 semesters	Short: 1 semester	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

The Conference and Meetings industry is a significant global industry that requires competent and qualified managers. The professional conference organiser (PCO) operates in a complex environment, requires a range of personal skills (such as negotiation, competence in all aspects of communication, and an appreciation of information technology), and professional knowledge to be effective. The aims of this module are to;

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.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU 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

### **3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

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.

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- 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.

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**