

## MODULE DESCRIPTOR

<b>TITLE</b>	Conference and Meetings Management
<b>SI MODULE CODE</b>	44-6917-00L
<b>CREDITS</b>	20
<b>LEVEL</b>	6
<b>JACS CODE</b>	N860
<b>SUBJECT GROUP</b>	Hospitality
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Oliver Young

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
36		164	200

### **MODULE AIM**

1. develop a critical and evaluative approach to the management of conference and meetings
2. facilitate analysis and evaluation of specific management functions and their application to the management of conferences and meetings
3. provide an opportunity for students to integrate experiential learning (from placement and part time work) and skills and knowledge from other modules in the management of conferences and meetings.

### **MODULE LEARNING OUTCOMES**

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

1. evaluate the key elements in the planning process for a substantial conference/ meeting, for instance the planning time line, financial viability and marketing,
2. analyse the factors in the wider business environment that will influence the design of a conference/ meeting in the UK and overseas,
3. critically assess the needs and expectations of different stakeholders such as clients, other professionals, public organisations such as DMCs, and suppliers,
4. analyse the contribution of allied sectors such as corporate hospitality, incentive travel, and the exhibition industry to the conference and meetings sector.

### **INDICATIVE CONTENT**

The module will draw upon UK and International perspectives to explore current issues relevant to the industry and innovative industry practices. Technological, economic, social, political, legal and environmental factors will be used to understand issues that shape the development of the industry and how events will be evaluated.

Underpinning knowledge will include 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.

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

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

Lectures will focus on underpinning knowledge and this will then be contextualised to the management of conferences and meetings and the application of topical issues through work carried out in seminars. Topics covered will include conference sales and capacity management, budgeting, marketing conferences, selection of international destinations and venues, planning international conferences, cultural issues, future trends and drivers.

As part of the assessment students will apply this knowledge. Students will critically analyse current issues and trends in the industry and also reflect on how the knowledge gained impacts on professional practice. Learning will be supported by learning technologies including a Blackboard site which will provide copies of course documentation, presentations and links to current resources

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Essay	CW	40%	2000	Y
2	Conference Proposal	CW	60%	3000	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

As tutorials and seminars are used to encourage dialogue and motivation within the sessions the work in tutorials will support the development of the proposals and essay paper the students will receive on going verbal feedback on their work.

When work is handed in students will receive individual written electronic feedback through Blackboard against specific marking criteria in a timely fashion as prescribed by SBS feedback policy.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Reading and directed study**

Students should endeavour to read each week's directed reading as a minimum. If the key texts are not available, the topics covered may be found in other texts in the supplementary and alternative reading list. Additional reading will provide further background to the topic for those students who wish to explore it in more depth. If unsure – ask your tutor.

#### Reading List

Recommended Reading: (BOOKS IN BOLD ARE ALSO AVAILABLE IN ELECTRONIC FORMAT)
Davidson, R. & Cope, B. (2003). Business travel, conferences, incentive travel, exhibitions, corporate hospitality and corporate travel. Prentice Hall.
Davidson, R. & Rogers, T. (2006). Marketing destinations and venues conventions and business events. Elsevier.
Krugman, C. & Wright, R. (2007). Global meetings and exhibitions. Wiley.
McCabe et al (2000). The Business and Management of Conventions. Wiley.
Rogers, T. (2008). Conferences and Conventions, a global industry. 2nd Ed. Butterworth Heinemann.
Articles:
The following journals are indicative only – you will find that the library subscribes to a wide range of journals, many are available online.
Crouch, G and Louviere, J. (2004) The Determinants of Convention Site Selection, A logistic choice model from experimental data ,Journal of Travel Research, 43, (2),118 - 130
Crouch, G. and Ritchie, J. (1998) Convention site selection research: A review, conceptual model, and prepositional framework Journal of Convention and Exhibition Management, 1(1), pp. 49 - 69.
Fang Fang Tang, Yanping XI (2005) Lessons from Hong Kong, the role of tourism boards, Cornell Hotel and Restaurant Administration Quarterly, 46 (4) 461 - 466
Hankinson, G. (2005) 'Destination Brand Image- a business tourism perspective', Journal of Services marketing, 19, 1, pp.24 - 32
Kim, D, Jang, S, Morrison, A (2011). Factors Affecting Organisational Information Technology Acceptance: A Comparison of Convention and Visitor Bureaus and Meeting Planners in the United States, Journal of Convention and Event Tourism, 12, 1
Mair, J (2010). Profiling Conference Delegates Using Attendance Motivations, Journal of Convention and Event Tourism, 11, 3
Mair, J and Thompson, K (2009). The UK association conference attendance decision-making process. Tourism Management. Volume 30, Issue 3, June 2009, Pages 400 - 409
Pearlman, D and Gates, N (2010). Hosting Business Meetings and Special Events in Virtual Worlds: A Fad or the Future? Journal of Convention and Event Tourism, 11, 4
Qu, H. and Li, L. and Chu , K. (2000) The comparative analysis of Hong Kong as an international conference destination in Southeast Asia Tourism Management, 21 (6), pp. 643 - 648.
Smith, S and Kline, S (2010). Crisis Preparedness and Meeting Planners' Perceptions, Journal of Convention and Event Tourism, 11, 1
Internet sources:

<p>The resources included below provide you with an indication of the wealth of information available online. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.</p>
<p>Visit <a href="http://www.uia.org/services">www.uia.org/services</a> to see information about international meetings e.g. click on 'statistics'. Please remember that this is the site for the Union of International Associations, many of which are NGOs and therefore this information does not cover the corporate market.</p>
<p>In <a href="http://www.iccaworld.org">www.iccaworld.org</a> you will find some limited statistics under the News and Publications section and lists of website under the ICCA Intelligence section, you can find 2009 City rankings here, see the 'press centre' tab.</p>
<p>Go to <a href="http://www.pcma.org">www.pcma.org</a> and see the 'resources section' and then go to 'Meeting Planning Tools' for a very comprehensive list of planning resources including information on site inspections, negotiation tactics, evaluation and promotion.</p>
<p>Use this link to see meetings research around many topics including green meetings, destinations, associations, etc <a href="http://www.imex-frankfurt.com/dataexchange.html">www.imex-frankfurt.com/dataexchange.html</a>, click on the 'Industry Research' tab in the middle and it will take you to a list of many industry specific groups who offer all sorts of resources. It will only take you a few minutes to check them out and the 'Global Insights' section is also very useful.</p>
<p>For a large and comprehensive report of over 200 pages, the Grassroots meeting Industry report 2011 is published here use this link <a href="http://www.grassrootseventcom.uk.com/web/guest/meetings-industry-report">www.grassrootseventcom.uk.com/web/guest/meetings-industry-report</a> to access it and you can register yourself and download for free. (It is over 200 pages so do not print it!).</p>
<p>For the Future watch industry report use this link <a href="http://www.mpiweb.org/Education/Research/FutureWatch.aspx">www.mpiweb.org/Education/Research/FutureWatch.aspx</a> to access the 2010 Futurewatch report on the industry and its free too.</p>
<p>Use this link for the Futurewatch 2011 executive summary <a href="http://www.mpiweb.org/Libraries/ResearchandReports/FutureWatch2011ExecSummary.pdf">www.mpiweb.org/Libraries/ResearchandReports/FutureWatch2011ExecSummary.pdf</a></p>
<p>See the Exhibition for the Incentive Business Travel and Meetings industry trends and market share report and social media basics <a href="http://www.iccaworld.com/nlps/story.cfm?nllid=307">www.iccaworld.com/nlps/story.cfm?nllid=307</a></p>
<p>A virtual Meetings link <a href="http://www.meetpie.com/Modules/NewsModule/NewsDetails.aspx?newsid=12895">www.meetpie.com/Modules/NewsModule/NewsDetails.aspx?newsid=12895</a></p>
<p>For information on social media use <a href="http://www.iccaworld.com/nlps/story.cfm?nllid=307">www.iccaworld.com/nlps/story.cfm?nllid=307</a></p>
<p>The International Association meetings market by city and country ranking 2009 go to <a href="http://www.iccaworld.com/npps/story.cfm?nppage=2175">www.iccaworld.com/npps/story.cfm?nppage=2175</a></p>
<p>See 'Britain for Events' report <a href="http://www.businesstourismpartnership.com/BVEP%20eBook/pageflip.html">www.businesstourismpartnership.com/BVEP%20eBook/pageflip.html</a> (It is over 100 pages so do not print it!).</p>
<p>More sources will be available under the 'Additional Resources' tab on the module Blackboard site.</p>

## 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	N
Change to Delivery Pattern	Y
Date the changes (or new module) will be implemented	10/2013

**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	01st Oct 2013	29th April 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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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?	
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#### 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 cannot 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
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*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
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#### 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.	