

## MODULE DESCRIPTOR

<b>TITLE</b>	Strategic Event Design
<b>SI MODULE CODE</b>	44-6127-00L
<b>CREDITS</b>	20
<b>LEVEL</b>	6
<b>JACS CODE</b>	N820
<b>SUBJECT GROUP</b>	Events Management
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Chiara Orefice

<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**

- To develop a critical approach to the design of business events and evaluate its implications for the management of conferences and meetings
- To facilitate analysis and evaluation of specific management functions and their application to the design of business events
- To develop a critical interpretation of the environmental factors that will shape the development of the industry

### **MODULE LEARNING OUTCOMES**

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

1. Analyse the role of business events as part of the organisational strategy in the private, public and third sector
2. Critically assess the expectations of different stakeholders in the industry and devise targeted solutions
3. Evaluate how different factors in the wider business environment affect the design of business events in a global context
4. Discuss the key elements of a business event programme
5. Demonstrate the value of hiring a business event designer/planner to a potential client/employer

### **INDICATIVE CONTENT**

This module will allow you to analyse the role of meetings and events in achieving sustainable business results. We will discuss how the traditional notion of conferences and meetings as part of the broader hospitality and business tourism industry has progressed to focus on the impact of holding events as part of an organisation's strategy.

In this innovative framework, traditional concept areas such as destination and venue selection, event marketing, or the economic and social impacts of conferences will be discussed as elements contributing to an effective event design, which is now seen as a strategic tool for organisational success. Particular emphasis will be given to demonstrating the value of the event to its multiple stakeholders, the experiential component of events and the role of business events in the international arena.

The module integrates underpinning academic knowledge with students' own experience and practical research. Technological, economic, social and political factors that shape the development of the industry and events will be evaluated. You will explore issues relevant to current and innovative industry practice, such as the impact of new technologies or emerging social and cultural trends and then apply your knowledge to the case of international conferences.

### **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 applied to the design and management of business events. The application of topical issues will be facilitated through work carried out in seminars.

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 their employability.

Learning will be supported by a Blackboard site which will provide copies of course documentation, presentations and links to current industry resources. Blackboard will be also used to make essay papers available for students to read. These papers will constitute the starting point for the research needed to complete assignment 2.

### **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%	Max 2,000	Y
2	Report	CW	60%	Max 3,000	N

### **FEEDBACK**

Students will receive feedback on their performance in the following ways

The work in tutorials will encourage dialogue and encourage motivation. As tutorials and seminars are designed to support the development of the essay and the report, students will receive on going verbal feedback on their work. When work is handed in students will receive individual written feedback against specific marking criteria in a timely fashion as prescribed by SBS feedback policy. Specific sessions for assignment support and feedback will be timetabled and peer feedback will be facilitated. Seminars timetabled towards the end of the year will be dedicated to discussing the coursework and receive formative feedback from the tutor prior to submission.

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

<b>Recommended Texts</b>
<b>Berridge, G. (2007). <i>Event Design and Experience</i>. Elsevier</b>
Phillips, J.J. et al (2007). <i>Proving the value of Meetings and Events</i> . ROI institute and MPI.
<b>Rogers, T. (2008 second edition) <i>Conferences and Conventions, a global industry</i>. Butterworth Heinemann.</b>
<b>Vanneste, M. (2008). <i>Meeting Architecture. A manifesto</i>. Meeting Support Institute</b>
<b>Supplementary and Alternative Texts</b>
Davidson, R. and Cope, B. (2003) <i>Business travel, conferences, incentive travel, exhibitions, corporate hospitality and corporate travel</i> , Prentice Hall
Davidson, R and Rogers, T (2006) <i>Marketing Destinations and Venues Conventions and Business Events</i> . Elsevier
Fenich, G. F. (2008). <i>Meetings, expositions, events and conventions. An introduction to the industry</i> . 2nd ed. Pearson education
Krugman, C. and Wright, R. (2007). <i>Global Meetings and Exhibitions</i> . Wiley
<b>Periodicals</b> – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
<i>Journal of Convention and Event Tourism</i>
<i>International Journal of Event and Festival Management</i> .
<i>Tourism Management</i>
<i>Cornell Hotel and Restaurant Administration Quarterly</i>
<i>Event Management</i>
<i>Journal of Convention and Exhibition Management</i>
<i>International Journal of Hospitality Management</i>
<i>Journal of Travel Research</i>
<i>Journal of European Industrial Training</i>
Journals on Marketing, Human Resources Management, Education, Psychology and Adult learning will also be useful
<b>Internet sources</b> – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
<b>KEY RESOURCE - Power of 10 Research:</b> <a href="http://www.imex-frankfurt.com/powerof10.html">http://www.imex-frankfurt.com/powerof10.html</a>
Visit <a href="http://www.uia.org/services/">http://www.uia.org/services/</a> for an overview of association conferences
In <a href="http://www.iccaworld.org">www.iccaworld.org</a> to find statistics, reports and articles aimed at global association event planners
See <a href="http://www.pcma.org">www.pcma.org</a> and the resources section for a very comprehensive of planning resources including information on site inspections, negotiation tactics, evaluation and promotion.
See this link to meetings research around many topics including green meetings, destinations, technology etc <a href="http://www.imex-frankfurt.com/dataexchange.html">http://www.imex-frankfurt.com/dataexchange.html</a> , link on the 'Industry Research ' tab
For a large and comprehensive report published in 2012 go to this link <a href="http://www.grassrootseventcom.uk.com/web/guest/meetings-industry-report">http://www.grassrootseventcom.uk.com/web/guest/meetings-industry-report</a>
See the EIBTM Industry Trends and Market Share Report : there is a new one written every year by Rob Davidson <a href="http://www.eibtm.com/files/2011_eibtm_industry_report.pdf">http://www.eibtm.com/files/2011_eibtm_industry_report.pdf</a>
Go to <a href="http://www.mpiweb.org">http://www.mpiweb.org</a> – for reports on the future of meetings and on the strategic value of events
<a href="http://Meetingsupport.org">http://Meetingsupport.org</a> has a lot of tools for event design

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
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	Sept 2013	May 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.	