

## *Module Outline*

### MODULE TITLE

Event Management

### MODULE CODE

### WELCOME TO THE MODULE

*Welcome to this module, which is designed to give students useful insights into the design and management of events. The module focuses on the tools, knowledge and skills required to effectively design and manage events.*

### STAFF AND CONTACT DETAILS

**Module Leader: Dr Rob Davidson**

**Managing Director, MICE Knowledge. [www.miceknowledge.com](http://www.miceknowledge.com)**

**email address: [rob@miceknowledge.com](mailto:rob@miceknowledge.com)**

### TIMETABLE SESSIONS

<b>Block 1:</b>	<b>06 – 07 December 2018</b>		<b>Tutor: Rob Davidson</b>	
	Thursday	06 December	08.30-10.15	Room A34
			13.30-17.15	Room A34
	Friday	07 December	08.30-12.15	Room A34
			13.30-17.15	Room A34
<b>Block 2:</b>	<b>20 – 21 December</b>		<b>Tutor: Rob Davidson</b>	
	Thursday	20 December	08.30-10.15	Room A34
			13.30-17.15	Room A34
	Friday	21 December	08.30-12.15	Room A34
			13.30-17.15	Room A34

### IMPORTANT DATES

**1. Deadline for submission of MTFA PowerPoint group presentations to [rob@miceknowledge.com](mailto:rob@miceknowledge.com): midnight (Central European Time) on 13 January 2019.**

**2. Examination: 24 January 2019 at 14:00.**

### MODULE AIMS

To develop a comprehensive knowledge of the design and management of business, sports, political and charity events.

To understand the roles of the various stakeholders in events and how each one creates value and contributes to the overall success of events.

## **LEARNING OUTCOMES**

1. Understand the key processes involved in designing and managing events;
2. Recognize the contributions of the key stakeholders to the success of the various types of events analyzed throughout the delivery of the module.
3. Demonstrate an innovative and creative approach to the design and management of an event in the context of a specific project.

## **INDICATIVE CONTENT**

The various segments of demand for business events

Changing trends in demand for business events

The business events planning process:

- Choice of destination
- The bidding process
- The conference programme
- Conference catering
- Conference exhibitions
- Conference budgeting
- Evaluation of the conference

Sports events management

Political events management

Charity events management

## PROGRAMME OF STUDY

### *Event Project Management USI, Lugano, Switzerland*

Session	Date	Topic	Lecturer
<b>Block 1</b>			
1	Thu 06 am December	The Business Events Market	RD
2	Thu 06 pm December	The Business Events Market	RD
3	Fri 07 am December	Business Events Management	RD
4	Fri 07 pm November	Group interviews to check progress with MTFA project work Business Events Management	RD
<b>Block 2</b>			
5	Thu 20 am December	Business Events Management	RD
6	Thu 20 pm December	Sports Events Management	RD
7	Fri 21 am December	Political Events Management	RD
8	Fri 21 pm December	Charity Events Management	RD

## ASSESSMENT DETAILS AND ASSESSMENT CRITERIA

### 1. MTFA group project: 20%

Submission of a PowerPoint file following the specifications given in the briefing for the 2019 Meet the Future Award. The assessment criteria will be the same as those given in the MTFA briefing:

- Dramaturgy
- Creativity
- Timing
- Budget
- Communications / PR concept
- Logistics concept
- Personnel planning
- Practical relevance, feasibility

### 2. Individual examination: 80%

A 90-minute examination will give students the opportunity to demonstrate the extent and depth of knowledge and understanding they have gleaned from lectures and in-class group work assignments.

### RECOMMENDED READING

Bowdin, G. et al. (2010) *Events Management*, London: Routledge

Davidson, R. (2018) *Business Events*, Abingdon: Routledge

Janssen, G. (2017) *The Real MICE Book*. <https://therealmicebook.com/>

Mallen, C and Adams, L. (2008) *Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions*, Oxford: Butterworth Heinemann

Shone, A. and Parry, B. (2005) *Successful Event Management 2nd. Ed.*, Thomson: London

Tum, J. Norton, P. and Wright, J. (2006) *Management of Event Operations*. Oxford: Elsevier Butterworth Heinemann