

EVNT B8Z01: International Conference and Events Management

Module Details	
Module Code:	EVNT B8Z01
Full Title:	International Conference and Events Management APPROVED
Valid From::	Semester 1 - 2014/15 (September 2014)
Language of Instruction:	English
Duration:	1 Semester
Credits::	10
Module Owner::	Maria RoddyFreyne
Departments:	Unknown
Module Description:	The aim of this module is give learners an opportunity to study in-depth and engage with the current trends and future issues within the conference and events industry

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Critically review the varying stakeholder roles in the planning and management of events
MLO2	Develop a comprehensive understanding of ethical and environmental issues within the events industry
MLO3	Evaluate the concept of service quality and its relevance to the event industry
MLO4	Identify appropriate sales strategies for destinations and venues
MLO5	Evaluate trends in the global conference meetings and events industries
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Sustainability Definitions of Sustainability; Dimension of Sustainability within Events: Competitiveness, Sustainable Suppliers, Indicators and Tools for Sustainable Event Management	
Business Ethics Ethical dilemmas, Impacts of decisions, risk management, legal considerations	
Stakeholders Event industry suppliers and intermediaries	
Service quality Models of Service Quality, Quality Standards, British Standard BS8901: Sustainable Event Management; ISO 14000 Environmental Management; Best-Practice Criteria: Carbon Emissions	
Sales strategies Destination and venue selling, enquiry handling, site inspections, sales proposals, bids and action plans	
Trends in the global industry Future challenges, supply and demand, cost pressures, technology.	
Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 8	Learning Outcome	3,4
Duration in minutes	0		
Assessment Description Industry project on practices within an event organisation			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	Week 6	Learning Outcome	2,5
Duration in minutes	0		
Assessment Description Individual e-portfolio covering research of current issues and trends in the international conference and events industry			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Interactive lectures using a variety of classroom assessment techniques	Every Week	2.00	2
Independent Study	Non Contact	Learners will be required to review material covered in lectures and in online activities	Every Week	3.00	3
Lecturer Supervised Learning	Contact	Online activities	Every Week	1.00	1
Directed Reading	Non Contact	Readings as directed to supplement lectures and online activities	Every Week	3.00	3
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Samuel deBlanc Goldblatt. (2012), The Complete Guide to Greener Meetings and Events, Wiley.
Elizabeth V. Henderson, Mariela McIlwraith. (2013), Ethics and Corporate Social Responsibility in the Meetings and Events Industry, Wiley.
Tomas Pernecky & Michael Lück. (2013), Events, Society and Sustainability: Critical and Contemporary Approaches, Routledge Advances in Event Research Series.
Joe Goldblatt. (2011), Special Events: A New Generation and the Next Frontier, Sixth. chapters 6,11,12,13, Wiley.

This module does not have any article/paper resources

Other Resources

Website,
<http://www.conventionindustry.org/standardspractices/GreenMeetings.aspx>
Website,
<http://www.gmicglobal.org/>
Website,
<http://www.meetinireland.com/Trade/Support/Green-Meetings-and-Events>