

8 EVENTS AND CONFERENCE MANAGEMENT

Prerequisites: Accounting 1, Marketing Food and Beverage 1 & 11, Entrepreneurship

Credits: 3

Overview

This course introduces the learner to the methods and techniques utilized in planning, organizing, promoting and delivering major events.

General Objectives

This course is designed to:

- 1 provide an opportunity for the student to develop flexibility and inventiveness in the provision of events services
- 2 develop within the student the capacity to learn by observing and interpreting current industrial practices within events activities
- 3 develop positive attitudes toward quality control systems within events activities
- 4 recognize the importance of implementing dynamic marketing strategies in events management
- 4 enable the student to utilize supervisory skills previously acquired to develop human resource management, negotiation and project skills
- 5 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 conduct an analysis of a specific event.
- 2 prepare a conference/events plan.
- 3 analyze the resource components required for a given event including physical and human resources.
- 4 apply appropriate management skills and techniques as it relates to the planning, organizing and production of the event.
- 5 apply relevant budget, costing, control and pricing techniques to an event to achieve predetermined financial targets.

- 6 conduct an analysis of the marketing requirements for an event.

Topics

1.0 The Nature of Major Events

Objectives

Upon completion of the topic the student will be able to:

- 1.1 identify a variety of types of events and discuss the varying locations
- 1.2 discuss the purpose, structure and size of varying events
- 1.3 describe the role of various suppliers and contractors
- 1.4 describe and discuss the nature of support services available to the events planner
- 1.5 discuss the role and structure of the organizing committee
- 1.6 outline briefly the legislation relating to Events Management

Content

- Function types and locations
- Events, structure, size and objectives
- Supplier and subcontractor roles
- Events sponsor, host or organizer roles
- Support services nature and availability
- Organizing committee
- Legislation

2.0 Project Management Techniques

Objectives

Upon completion of the topic the student will be able to:

- 2.1 explain the term “project leadership”
- 2.2 describe the different types of organizational structures relating to events management

Content

- Project Leadership
- Organizational structures
- Communication and reporting procedures: banqueting management

3.0 Negotiation Skills

Objectives

Upon completion of the topic the student will be able to:

- 3.1 discuss the fundamentals of negotiation
- 3.2 describe a variety of strategies and tactics used when negotiating business

Content

- Setting objectives and targets
- Determining strategy and tactics
- Briefing the negotiating team
- Implementing a negotiating strategy

4.0 Marketing of the Event

Objective

Upon completion of the topic the student will be able to:

- 4.1 develop a marketing plan for a specific event

Content

- Market Research SWOT analysis
- Advertising, promoting and publicity
- Company objectives and marketing strategies

5.0 Budgeting and Financial Control

Objectives

Upon completion of the topic the student will be able to:

- 5.1 discuss the risk factors and pricing policies
- 5.2 outline suitable revenue forecasting methods
- 5.3 discuss methods of forecasting expenses
- 5.4 prepare a conference/event budget
- 5.5 demonstrate a system of budgeting and financial control relating to the events management process

Content

- Pricing policies
- Risk factors
- Revenue forecasting
- Budgeting, financial control and resource control

6.0 Promoting the Event

Objectives

Upon completion of the topic the student will be able to:

- 6.1 identify methods of assessing the competition
- 6.2 discuss methods of targeting the right market
- 6.3 discuss methods of promoting conference/event
- 6.4 develop a sales package for a particular conference or meeting
- 6.5 managing various sales agents.

Content

- Assessments
- Market targeting
- Promotion
- Sales packaging
- Sales agents
- Sponsors

7.0 Ancillary Conference and Convention Activities

Objectives

Upon completion of the topic the student will be able to:

- 7.1 design and develop a tour package for conference delegates
- 7.2 design and develop an entertainment/recreational package to be included in a conference or meeting
- 7.3 design separate activities for attendees and their guests.

Content

- Tour packaging
 - Entertainment packaging
 - Spousal itinerary
- ## 8.0 Legal and Security Issues

Objectives

Upon completion of the topic the student will be able to:

- 8.1 explain the legal requirements of an event
- 8.2 identify what approval is required to implement a particular event
- 8.3 identify the types of contracts required between event organisers and other entities

- 8.4 discuss security requirements for event venues
- equipment and cash
- 8.5 identify the law enforcement departments that
provide security services for various events
and conferences

Content

- Laws relating to hosting an event
- Agencies that provide approval for the staging
of events
- Types and styles of contracts
- Security requirements
- Law Enforcement and Security Agencies that
assist with events

Instruction Format

Lecture
Discussion
Simulation
Case Studies

Assessment and Evaluation

The final grade for this course is determined as
follows:

- Participation - 20%
- Team Projects - 45%
- Final Class Project - 35%

Recommended Text

Event and Entertainment Marketing, Barry Avrich,
Probus Publishing

Event Management in Leisure and Tourism, D C
Watt; published by Longman.

Events Management, 3rd Edition 2012, G Bowdin (et
al) ; published by Routledge

Event Planning: The Ultimate Guide to Successful
Meetings, Corporate Events, Fundraising Galas,
Conferences, Conventions, Incentives and Other
Special Events, 2nd Edition 2008, J Allen; published
by Wiley

Special Events: A New Generation and the Next
Frontier, 6th Edition 2010, J Goldblatt; published by
Wiley

Professional Event Coordination, 2nd Edition 2012,
J R Silvers, published by Wiley

Resources

Managing Conventions and Group Business, L H
Hoyle, D C Dorf and T J A Jones; published by
Education Institute a H and M A.

Van Der Wagen, Lynn & Carlos, Brenda R (2005).
Events Management for Tourism, Cultural, Business,
and Sporting Events. Published by Prentice Hall.

Attendance

Students are encouraged to attend all class sessions as
all information presented may not be covered in the
required text. Participation of students is an integral
component of the learning process.