## Diploma

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| TITLE: Convention & Event Management |
| Module Code:  Module: Convention & Event Management  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   Convention management is one of the hospitality industry’s fastest growing occupations. Convention managers are responsible for coordinating services for a variety of gatherings, including: business seminars, athletic expositions, educational workshops and entertainment functions. These events cover all aspects of hospitality, including booking rooms, providing food services, and setting up the venues for activities. Managing these events proficiently is a huge factor in providing satisfactory experiences to participants and encouraging them to return in the future to rebook similar engagements. |
| 1. Module Objectives   Students will learn what is the hospitality industry associations  Students will learn how to describe the various types of meetings  Students will know how to Explain the difference between meetings, expositions, and conventions  Students will learn the role of a meeting planner  Students will be able to Explain the primary responsibilities of a convention and visitor’s bureau or authority and list the steps in event management |
| 1. Learning Outcomes:   Understand what is Meetings, Incentive Travel, Conventions, Exhibitions and Event Management  Understand the term MICE (Meetings, Incentives, Convention and Exhibition)  Understand what is Meeting, Incentives, Convention  Understand the Major Players in the convention Industry  Understand what is Exposition  Understand the Role of a Meeting Planner and skills develop  Understand what is a Successful event planner and knowledge gained.  Understand the Careers in event planning |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Name the hospitality industry associations |
| 5.1. Meetings, Incentive Travel,Conventions, Exhibitions and Event Management  5.2 Meeting covers |
| 2. Explain the primary responsibilities of a convention and Visitor’s bureau or authority |
| 5.3 Types of meetings  5.4. Incentives & Convention & Exposition |
| 3. List the steps in event management |
| 5.5. Major Players in the convention Industry  5.6. ROLE OF A MEETING PLANNER |
| 4. Describe the project planning and management |
| 5.7. Successful event planners  5.8 Careers in event planning |