

## Liverpool John Moores University

Title: CONFERENCES, MEETINGS & EXHIBITION MANAGEMENT  
Status: Definitive  
Code: **5059TEF** (103822)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Philip Williamson	Y

**Academic Level:** FHEQ5      **Credit Value:** 12      **Total Delivered Hours:** 20

**Total Learning Hours:** 120      **Private Study:** 100

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Workshop	10

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (3000 word equivalent)	100	

### Aims

*To equip students to understand the rationale and mechanisms of conference, meeting and exhibition planning, set up, marketing and management in order to achieve success.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a knowledge of the nature, range and value of the international conference, meeting and exhibition industry
- 2 Demonstrate an understanding of the factors determining success in conferences, meetings and exhibitions
- 3 Develop an awareness of managing expectations and working with internal and external stakeholder groups
- 4 Analyse the skills and techniques utilised by management within the sector
- 5 Demonstrate knowledge in the marketing of destinations for conferences, meetings and business tourism

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Report	1	2	3	4	5
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### **Outline Syllabus**

*Size, scale and value of the national and international conference, convention, meetings and exhibition market; Working with and understanding budget structures; Planning tools and staffing; Venue selection, programming and speakers; Working with venues & suppliers; Managing exhibitors and sponsors expectations; 21st Century skills.*

### **Learning Activities**

Lectures and workshops will be the main form of student learning activities. Visits to a variety of conferences, exhibitions (commercial and public), trade bodies and guest speakers.

### **Notes**

This module will allow students to determine the growth and opportunities within the sector and how such is managed within a competitive international environment.