

Liverpool John Moores University

Title: Conventions, Meetings & Exhibition Management
Status: Definitive
Code: **5079TEF** (117796)
Version Start Date: 01-08-2021

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

Team	Leader
Lindsey Gaston	Y
Peter Scott	
Drew Li	

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 51
Total Learning Hours: 240 **Private Study:** 189

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	15
Off Site	6
Workshop	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio	20	
Report	AS2	Report (3000 word equivalent)	80	

Aims

To provide students with insight into the MICE industry; its size, scope and various components and to critically contextualise it within the constructs of destinations and destination management.

Learning Outcomes

After completing the module the student should be able to:

- 1 To investigate the size, scope and constituent parts that comprise the MICE industry
- 2 To appraise what constitutes a successful MICE industry destination from a buyers/market perspective
- 3 To analyse how destinations and destination management organisations shape their destinations and build strong stakeholder networks to compete competitively in the international MICE market place.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
Report	1	2	3

Outline Syllabus

Size, scale and value of the national and international market, the issues of venue/destination selection criteria from delegate perspective, destination marketing and its role in attracting business, managers perspectives of the sector.

Learning Activities

The module will be taught through a combination of lectures, blackboard examples, workshops using case studies and utilization of real world event examples, international video clips. Engagement with the trade press, related associations, key guest speakers, international journals and fam trips will be utilised

Notes

This module will allow students to engage with both secondary and primary research including event professionals and venues in order to analyse good practices within such a competitive sector.