

Liverpool John Moores University

Title: Conferences & Events Management
Status: Definitive
Code: **5502FDTTEF** (117927)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	Y

Academic Level: FHEQ5 **Credit Value:** 12 **Total Delivered Hours:** 81
Total Learning Hours: 120 **Private Study:** 39

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	16
Seminar	8
Tutorial	12
Workshop	45

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report		50	
Portfolio	Portfolio		50	

Aims

The aim of this module is to provide students with the necessary skills to recognise the importance of event management within today's service industry. Students will examine the scale and scope of the events sector and identify the principles and techniques used in planning events within the context of the service industry. The module will draw on current initiatives in the events sector and identify the key

characteristics of events.

Learning Outcomes

After completing the module the student should be able to:

- 1 Examine the scale and scope of the events sector to the tourism, leisure and hospitality industries
- 2 Analyse and evaluate the legal, ethical and workplace regulations required when organising a conference or event
- 3 Analyse event planning, principles and techniques and from this produce a proposal for a given event
- 4 Work professionally within a team to plan, implement and evaluate an event

Learning Outcomes of Assessments

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

Report 2000 Words	1	2
1000 Word Portfolio	3	4

Outline Syllabus

Introduction and definition of events, categories & characteristics; event planning, principles and techniques; current initiatives, feasibility studies, decision making process; external and internal environment, event aims and objectives; critical path analysis and Gantt charts as planning tools; leadership, resources management, time management, venue and site selection; staffing structures, team building, roles and responsibilities; marketing, sponsorship, target markets; risk assessment, health, safety and security at events; evaluation and review processes

Learning Activities

Lectures, seminars, case studies, experiential learning fed back into a group-learning context, site visits and external speakers.

Notes

It is important that the students identify opportunities within their workplace and discuss their potential involvement in the planning, organisation, operation and evaluation of an event within the workplace at an early opportunity to ensure maximising their involvement and subsequent learning.