

Liverpool John Moores University

Title: Conventions, Meetings & Exhibition Management
Status: Definitive
Code: **5579BECTEF** (118908)
Version Start Date: 01-08-2016

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

Team	Leader
Philip Williamson	Y
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 48

Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Off Site	6
Workshop	18

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, from a managers perspective, the rationale and mechanisms for successful convention, meetings and exhibition planning in UK and international context. To equip students to understand the value of the sector, the management skills required and to identify key success factors.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the nature, range and value of the international convention, meetings and exhibition industry
- 2 Demonstrate an understanding of the key factors determining success in conventions, meetings and exhibitions from both a management and delegate perspective
- 3 Analyse the skills and techniques utilised by management within the sector
- 4 Demonstrate knowledge of the role of destination marketing in attracting business tourism

Learning Outcomes of Assessments

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

Report	1	2	3	4
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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; business tourism and its complexities and success factors in the industry.

Learning Activities

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

Notes

This module will allow students to engage with both secondary and primary research including event professional and venues. It will identify good management practice within the sector.