

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230722	SEMESTER	7th (dir. Marketing)
TITLE	EVENT MANAGEMENT AND CONFERENCE ORGANIZATION		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SKILLS DEVELOPMENT		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to make the student:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: recognize and describe the different forms of events. 2. UNDERSTANDING: distinguish how the event and conference sector is interconnected with the tourism industry and explain the factors that lead to successful event and conference management and their impact on the development and promotion of a destination. 3. IMPLEMENTATION: consider business opportunities arising through the management of events and conferences 4. ANALYSIS: combine points of improvement in the electronic business functions of event and conference management. 5. COMPOSITION: create specific strategies through critical and analytical thinking. 6. EVALUATION: evaluate and implement events using all available event management tools and finally be able to support, coordinate and control all stakeholders to effectively implement an event or conference.
General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations

- Group and/or individual work
- Work in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Demonstration of social, professional, and moral responsibility
- Exercise criticism and self-criticism
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

1. the MICE industry,
2. business meetings,
3. incentive travel,
4. conference and exhibition tourism,
5. conference marketing,
6. conference planning,
7. financial management of a conference,
8. creation of sponsorship packages
9. new technologies in conference management,
10. crisis management,
11. collaborations of the conference organizer,
12. development of effective PCOs.
13. development of communication skills

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	Use of Moodle academic platform to communicate with students and post support material. Use the internet to find resources.	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Interactive Teaching	40
	Bibliographic study and analysis	30
	Assignment Preparation and Presentation	41
	TOTAL	150
ASSESSMENT	Elaboration and public presentation of written work. The thesis is evaluated based on the following criteria which are posted on the academic platform exams-sod.the.ihu.gr Destination selection Creating a conference program Composition of parallel events Financial conference budget	

	<p>Creating sponsorship packages</p> <p>Support for the proposal</p> <p>The test material is posted on Moodle and, before the test, time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>
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5. REFERENCES

-Suggested bibliography:

- Papageorgiou. A. (2017). Organization of Conferences & Events Tourism MICE Athens: Fedimos ISBN 978-618-5062-20-0
- Vassiliadis A. Christos (2014) Event Marketing & Events University of Macedonia ISBN 978-960-8396-85-2
- Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell (2008) Festival & special Event Management Wiley
- Sigrun Erber Event Marketing (2009) Propompos ISBN 978-960-7860330
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2011, Events Management, 3rd and, Elsevier Ltd, Oxford.
- Getz, D. 2005, Event Management & Event Tourism, 2nd and, Cognizant Communication Corporation, New York.

Related scientific journals

International Journal of Event and Festival Management
 Journal of Convention & Event Tourism