

Course Syllabus

Course Code	Course Title	ECTS Credits
HSPO-201	Event Organization and Planning	4
Prerequisites	Department	Semester
HSPO-101	Hospitality	Fall
Type of Course	Field	Language of Instruction
Required	Hospitality	English
Level of Course	Lecturer(s)	Year of Study
Diploma	Ms Maria Charitou	2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	1	None

Course Objectives:

The main objectives of the course are to:

1. Cover a systematic approach in organizing and managing meetings, conferences and functions in general
2. Provide an understanding of the needs of the industry and the related parameters involved, like catering, accommodation and other services.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop an understanding of the principles of event organization and planning, including event design, logistics, marketing, and risk management.
2. Apply project management skills to plan and execute successful events, including project planning, scheduling, budgeting, and stakeholder communication.
3. Develop effective communication and interpersonal skills to interact with clients, vendors, and event attendees and manage stakeholder expectations.
4. Meet the challenges associated with managing and servicing functions and other group business
5. Comprehend the convention service industry by analysing the industry's growth and development, reviewing its organization and relationship with the hotel's food and beverage operations, and by focusing on industry opportunities and future trends

INTERCOLLEGE

6. Implement the required planning disciplines as applied to the specifics of conventions, incentive programs, and exhibitions to ensure the success of the planned function

Course Content:

1. Introduction to meetings, conferences and incentives
2. Definition and scope of the meetings market
3. Associations and the meetings they hold
4. Corporations and the meetings they hold
5. Miscellaneous markets
6. Planning and managing meetings: The planner's perspective
7. Marketing: Preparing to sell the service
8. Organizing to sell and service
9. Communication with the customer
10. Servicing groups
11. Catered functions and special events
12. Meeting technology
13. Ancillary conference and convention activities

Learning Activities and Teaching Methods:

Lectures, Presentations, Assignments, Case Studies, Participation in Event Planning and Delivery

Assessment Methods:

Class/Lab Participation, Assignments, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Events Management	Bowdin, G.	Butterworth-Heinemann	2020	9781136445118
Events Management Introduction	Bladen, C.	Routledge	2022	978-0367610142

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Event Planning	Allen, J.	John Wiley & Sons	2019	
Festival and Special Event Management	Allen, J.	Wiley	2022	978-0730369400