

Organisation of Conferences and Trade Fairs

Code: 43078
ECTS Credits: 9

Degree	Type	Year	Semester
4313799 Management and Organisation of Event Tourism	OB	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Other comments on languages

Se valorará la introducción de alguna sesión en inglés de interés para el Máster

Prerequisites

There are no prerequisites

Objectives and Contextualisation

1. Learn about the infrastructures available for event execution. In particular, convention centers, singular spaces, hotels and fairgrounds
2. Analyze the different phases of design, commercialization, production and evaluation of a fair event from the perspective of the organizer, the exhibitor and the visitor
3. Learn about the structure and organization of medical congresses
4. Learn about the management made by the Professional Congress Organizers (PCO)
5. Delve into the concepts and basic marketing tools applied to the organization of events

Competences

- Acquire teamwork and leadership capacities.
- Adapt to new situations, showing initiative in developing innovative and competitive strategies.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design and plan communication and marketing actions for an event, taking into account the vision of the company commissioning it.
- Identify the actors and the fundamental concepts of event tourism in order to analyse current data on the sector and be able to detect new trends.
- Plan and manage the different types of activities necessary in organising an event: design, commercialisation, production and evaluation.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Acquire teamwork and leadership capacities.
2. Adapt to new situations, showing initiative in developing innovative and competitive strategies.
3. Analyse the impact of new technologies on conference management and organisation.
4. Analyse the levels of satisfaction of fair visitors and exhibitors in order to retain their loyalty.
5. Analyse the peculiarities of doctors as a collective and their scientific societies.
6. Analyse the pharmaceutical industry and the actors involved in a conference.
7. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
8. Correctly apply the measurement systems for the management of a fair: commercial indicators.
9. Design and plan communication and marketing actions for an event, taking into account the vision of the company commissioning it.
10. Draw up a conference memorandum.
11. Draw up a scientific programme.
12. Establish the guidelines for dealing with suppliers.
13. Establish the guidelines for dealing with the Media in the context of medical conferences.
14. Fulfil the missions of a conference organiser.
15. Identify the requirements of continuing education within the framework of medical conferences.
16. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

1. Organizations that regulate the sector of congresses and fairs. MCB
2. Headquarters and facilities. Features. Logistic operations
3. Bidding process. (Bid)
4. Quality at congresses and fairs. Task planning, supplier and budget management
5. Characteristics of the congress sector. Medical and scientific congresses. Management of the Technical Secretariat
6. Promotion to attract participants. Search for sponsors
7. Innovation in congresses
8. Presentation and data of the fair sector. Fairs management techniques
9. Design, launch and organization of a fair
10. Promotion to attract exhibitors. Promotion to attract visitors
11. Visit a Fair

Methodology

The teaching methodology combines teachers' lectures with the discussion and resolution of practical cases with students. Moreover, there are discussion sessions on topics which have been presented. The module evaluation exercise aims to set the knowledge developed during the Module.

1.-In-person

- Teacher's lectures
- Resolution / discussion of exercises and cases with students, in groups or individually
- Discussions among students on previously read or explained topics

- Tutoring sessions

2.- Outside the classroom work with tutored sessions

- Case studies to work outside the classroom
- Preparation of module evaluation exercise

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	36	1.44	3, 6, 5, 9, 12, 4, 15, 14, 8
Type: Supervised			
Attendance events/activities classroom	15	0.6	16, 7, 1
Resolution directed activities	35.5	1.42	2, 16, 7, 1
Tutoring	15.5	0.62	2, 16, 7, 1
Type: Autonomous			
Elaboration works	90	3.6	3, 10, 11, 13, 4, 16, 7, 8

Assessment

To successfully complete the Module, attendance is mandatory to at least 80% of the lectures

Continuous evaluation (attendance, graded observations): 25%

Graded coursework (individual or in-group): 25%

Written tests / module evaluation test: 50%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Discussions-Forums	40%	6	0.24	16, 7, 1
Oral presentations	10%	7	0.28	2, 16, 7, 1
Written module evaluation test	50%	20	0.8	3, 6, 5, 9, 10, 11, 13, 12, 4, 15, 14, 8

Bibliography

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Fisher, J. (2001). Como organizar convenciones y congresos. Editorial Gedisa. Madrid

Herrero Blanco, Paloma (2017): La organización de congresos en el mundo de las reuniones. Síntesis. Madrid

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Ledergor, Udi (2015): The 50 Secrets of Trade Show Success: Everything you need to know to succeed at your next trade show, from maximizing lead generation, through choosing the best giveaways to measuring accurate ROI. Kindle Edition

Mesalles, L (2003). Eventos, reuniones y banquetes. Organización, gestión y comercialización de los servicios contratados en un establecimiento de calidad. Laertes.

Barcelona.

Miller, Steve (2000): How to Get the Most Out of Trade Shows Paperback - July 1, 2000

Navarro García, Fernando (2001): Estrategias de Marketing Ferial. Ed. ESIC

Rogers, Tony (2003): Conferences and Conventions (Events Management) 2nd Edition

Sánchez González, Dolores del Mar (coord.) (2017): Guía de organización de congresos, eventos feriales y exposiciones. Madrid, Síntesis

Siskind, B. (2007): Marketing de Eventos. Estrategias clave para ferias comerciales, presentaciones, conferencias y otros eventos. Deusto. Barcelona

Tarr, Mitch (2013): The World's Greatest Trade Show Marketing Guide Paperback- December 31, 2013

Triviño, Yolanda (2006): Gestión de eventos feriales: diseño y organización. Ed. Síntesis, 2006

UFI (2015-2016): The Global Association for the Exhibition Industry. www.ufi.org. Surveys and Studies News and Media 2015/16

Software

Within the established calendar, 15 minutes of a class will be reserved for the students to complete the evaluation surveys