

Organisation of Congresses and Events

Code: 101222
ECTS Credits: 3

Degree	Type	Year	Semester
2500894 Tourism	OT	4	1

Contact

Name: Raquel Rodríguez Escriche

Email: raquel.rodiguez.escriche@uab.cat

Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

Prerequisites

No prior experience in event management is needed nor pre-requisites

Objectives and Contextualisation

The subject, as it emerges from its name, tries to offer students all those elements that are essential to organize any type of event (online/offline) in their different modalities and dimensions, whether they are developed in a hotel complex, in a convention center, online or in a certain space authorized to organize this type of event.

In this class, we will analyze the main steps and skills needed in order to effectively organize and manage an event.

At the end of the subject, the student should be able to:

1. Identify the key elements in planning and designing an event
2. Understand the main skills needed in order to manage an event such as communication, organization and dedication.
3. Evaluate correctly (internally and external) any event and determine its success via ROI measurements.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.

- Behave ethically and adapt to different intercultural contexts.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Develop a capacity for independent learning.
4. Develop the principles and criteria of sustainability and quality management in tourism and extend them to other activities.
5. Display a customer service orientation.
6. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
7. Identify and apply quality certification systems as a business strategy.
8. Identify and apply the elements of public law (administrative law, tax law and tourism law) and private law that regulate certain tourism activities and entities.
9. Manage human resources in tourism organisations.
10. Plan and manage activities on the basis of quality and sustainability.
11. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
12. Show initiative and an entrepreneurial approach in the case of departments, activities, functions and entities of other types, to improve tourism management.
13. Use communication techniques at all levels.
14. Work in a team.

Content

- 1- Analysis of the sector
- 2- The different types of events
- 3- Pandemic in the sector
- 4- Key elements in the organization of an event
- 5- Successful commercialization on an event (online and offline)
- 6- Internal and external evaluation of an event
- 7- ROI: How to measure your success

Methodology

Language of the course: English

Theoretical Classes

Classes focused on teaching the basic concepts used in the event industry (Main associations, forms of communication, organization tools, event analysis, ROI development, etc...)

Practical Classes

The students will work together with the professor in real life cases, in class, and make the needed analysis in order to learn the expected skill and apply it correctly for future event management.

Case Studies and Presentations

The class will be divided in committees, assigned by the professor, and each will be given two case studies to analyze, develop and present in class.

The cases will be regarding the event industry and focused on the topics been discussed in class.

Event Planning, Execution and Attendance

The professors of the subject will coordinate the organization of an event. This organization will be in charge of the students, supervised at all times by the Professor, which will allow them to put into practice the contents explained by the professor in the classroom.

Face-to Face tutoring

The organization of the event will require that the committees meet with the profesor in order to review tasks given, develop organization and plan accordingly the event.

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			
Event Planning, Execution and Attendance	8	0.32	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14
Practical Cases and Class presentations	2	0.08	1, 12, 4, 8, 7, 11
Theoretical Classes	30	1.2	1, 12, 4, 8, 7, 11
Type: Supervised			
Face to Face Tutoring	2	0.08	1, 12, 2, 11, 6, 14

Assessment

CONTINUOUS EVALUATION (EVENT PLANNING)

All students that choose to do the continuous evaluation will plan a real event

Students that wish to participate will voluntarily sign a document confirming their participation in the continuous evaluation. This document has to be signed no later than the 3rd week of class.

Once the student signs, he/she commits to be part of a committee and develop the tasks given by the professor and team members.

Should he/she not meet any of the following stated requirements, and more than 80% of the course has been developed the student will automatically fail the class and cannot opt to the unique evaluation.

The continuous evaluation system consists of the following requirements:

A) Signed Commitment - document signed and presented before the due date established by the professor.

B) Attendance online/offline / Participation (10%) - attendance of a minimum of 80% in the Theoretical and Practical classes (Maximum of three absences)

C) Participate and Presentation of Case Studies (40%) - Professor will divide the class in committees, which will work together during the course. Practical/real cases will be given to the committees of the event industry in order to analyze, develop, evaluate and present conclusion in class.

D) Event Planning, Execution and attendance (40%) - The organization of an event with the guidance of the Professor and Staff of UAB if needed. The attendance to the event is essential and mandatory in order to pass the class.

E) Tutoring (Committee meetings 10%) - in order to receive the correct guidance and organize the event in UAB Campus each committee (ALL MEMBERS) will need to meet with the professor at least once, face to face/online, to review tasks at hand and organize the event successfully.

If the student does not want to participate any longer in the continuous evaluation (after signing the document), he or she needs to be present a valid justification.

The professor of the class and Academic management of the school (FUAB) will analyze the written justification and documentation, in order to accept it or not. If the justification is valid and accepted, the student can opt to do the unique evaluation; if it is not then the student has automatically failed the course. Please note that each case will be analyzed separately.

IMPORTANT INFORMATION: The official ONLINE communication from the professor towards the students during the course will be done via MOODLE/ official UAB email.

UNIQUE EVALUATION

A student that choose to do the UNIQUE evaluation will NOT be part of the Event Planning of the event

Students that choose to have the unique evaluation are obligated to attend the event organized by the class members, as public. Should they not attend the event, the student will automatically FAIL the class and cannot present himself or herself to the final exam on the day of the reevaluation.

FINAL EXAM / RE-EVALUATION

Students who have attended the event organized by the class, as public, will have to present themselves to the FINAL EXAM the day of re-evaluation.

The final exam will include theory and practical case questions related to the event attended. This will be 100% of the final grade

The date will be the day and time set in the academic calendar in the official program of the center.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case studies and presentations	40%	4	0.16	12, 2, 3, 9, 13, 11, 6, 14
Event Planning	40%	12	0.48	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14
Participation and attendance	10%	15	0.6	1, 12, 2, 4, 3, 9, 8, 7, 13, 10, 11, 5, 6, 14
Tutorial	10%	0	0	1, 3, 9, 7, 5, 6

Bibliography

QUINN, Bernadette (2013) *Key Concepts in Event Management*. Publisher: Sage Publications Ltd

EDVI GRACIA, Ardani (2017) *The Importance of the Venue Selection in an Event Organization Case Study: Special Event Organization Rencontre Alumni Entrepise 1 & 2*. E-Journal of Tourism, Vol 4, Iss 1

Cheryl MALLEEN and Lorne ADAMS (2013) *Event management in sport, recreation and tourism: theoretical and practical dimensions*. Publisher: Routledge

FENICH, George G. (2015) *Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition*. eBook

GETZ, Donald (2018) *Event Evaluation: Theory and Methods for Event Management and Tourism*. eBook

LUNDERGER, Erik; AMBRECHT, John; ANDERSSON, Tommy D.; GETZ, Donald (2017) *The Value of Events*. eBook

A rigorous text-subject correlation cannot be established since most of the class is based on practical case that are current and happening as they are applicable to the subject in general

Software

Subject to the event that will be coordinated by the class. The professor will give the plausible calendar in Class