

Degree programme	Type	Course
Management and Organisation of Event Tourism	OB	1

Contact lecturer

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Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

There are no prerequisites

Objectives

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. To delve into trends in innovation, digital transformation and the future of trade fairs.

Learning outcomes

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

Contents

- 1.-Introduction to the Module. Operations: Venues, facilities and task planning
- 2.-Management of people in the face of new trends in event organisation.
- 3.-Trends in the organisation of congresses: characteristics, promoting bodies and technical office.
- 4.-Trade fair sector: data presentation and technological management
- 5.- Fundraising: sponsors and participants
- 6.-Promotion to attract participants. Search for sponsors
- 7.-Design, launching and organisation of a trade fair.
- 8.- Security protocols. Technology for venues and events
- 9.-Hybrid and on-site fairs: coexistence of both, digital management of marketing and analysis of results.
- 10.- Digital transformation in trade fairs: innovation and future trends.
11. Teaching session/ Visit to a trade fair

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Classroom	36	1.44	
Attendance events/activities classroom	15	0.6	
Elaboration works	90	3.6	

Resolution directed activities	35.5	1.42
Tutoring	15.5	0.62

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.

Assessment

Continuous assessment activities

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

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%

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

Dowson, Ruth (2015): Event Planning and Management: A Practical Handbook for PR and Events Professionals (PR in Practice) Paperback - September 28, 2015

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

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

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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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Spanish	second semester	afternoon
(TEm) Theory (master)	2	Spanish	second semester	afternoon