

Meeting, Conferences and Incentives

Course Title	Meeting, Conferences & Incentives								
Course Code	THOM – 300								
Course Type	This course serves as both Elective and Requirement, according to the program.								
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Requirement	All Programs	General Elective			
Hospitality Bachelor	Requirement								
All Programs	General Elective								
Level	Bachelor (1 st Cycle)								
Year / Semester	Year 3, B' Semester								
Teacher's Name	Dr. Constantinos Iakovou								
ECTS	6	Lectures / week	3	Laboratories / week					
Course Purpose and Objectives	This course is designed to prepare students to meet the challenges associated with managing and servicing conventions and other group business. It provides a systematic approach in managing meetings and conferences; understanding the needs of the industry and the related parameters involved.								
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the scope and needs of meetings and events operation. 2. Illustrate an understanding of the convention service industry. 3. Understand and apply the proper planning disciplines for each type of convention. 4. Elaborate on event management techniques from diverse perspectives, and utilize the proper Sales and marketing techniques. 5. Synthesize ideas on conducting successful ancillary conferences and conventions. 								
Prerequisites	THOM – 100 Introduction to Hospitality Management		Required	Sophomore					
Course Content	<p>Students will gain a basic understanding of the convention service industry by analyzing 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. An overview of planning disciplines as applied to the specifics of conventions, conference incentives, and expositions management will be presented and discussed during the semester.</p> <ol style="list-style-type: none"> 1. Introduction 2. Overview: definition and scope of the meetings market 								

	<ol style="list-style-type: none"> 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 the group 11. Catered functions and special events 12. Meeting technology 13. Ancillary conference and convention activities 								
Teaching Methodology	The course is delivered with the use of whiteboard, presentation software and visual tools followed by a set of practical tasks, group discussions and individual consultation.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Bowdin, G., Allen, J., O'Toole, W, Harris, R. McDonnell, I.(2010), <i>Events Management</i>, (3rd ed.), Butterworth-Heinemann. <p>Recommended</p> <ol style="list-style-type: none"> 1. Allen, J., (2009). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i>, (2nd ed.), John Wiley & Sons. 2. Astroff, M., & Abbey, J., <i>Convention Sales & Services</i>, Educ. Inst. of AHLA. 3. Hoyle L., Dorf D., & Jones T., <i>Convention Management and Service</i>, (5th ed.), AHLA. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								