

Course Title	Conferences and Event Management				
Course Code	MGMT305				
Course Type	Compulsory				
Level	Advanced				
Year / Semester	3 rd Year / 5 th Semester				
Instructor's Name	Aristos Nikolaou				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	To introduce students to the basic concepts of event studies and event development and management and to familiarize them with the organization of events and their operations				
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Describe the principles of event management and analyze the opportunities and challenges in managing events. • Be able to assess the importance of event tourism strategies for destinations. • Be able to evaluate and analyze the planning, development, management and implementation of various types of events (i.e., festivals, entertainment events, corporate events, cultural events, sports events, press events, events for the launching of a new product). • Demonstrate an understanding of the planning, development, management and implementation of various types of events through case studies. • Manage working in a group to deliver a common writing and develop new management and behavioral skills. • Demonstrate creative problem solving by expressing practical experience of work in the event industry 				
Prerequisites	<i>None</i>		Co-requisites	None	
Course Content	<ul style="list-style-type: none"> • Introduction to event studies, event management and event tourism. • Event management: practice and professionalism. • Planning events; site planning, operations and logistics. 				

	<ul style="list-style-type: none"> • Destination planning and marketing for event tourism. • The event experience, programming, and quality. • Production, organization and coordination of events. • Human resources management in events. • Securing resources, sponsorship and financial management. • Safety, health, risk management and security. • Marketing management of events. • Understanding who the event customer is; principles of marketing research for events. • Communication, public relations and sales. • Evaluation and impact assessment.
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory reading</p> <ul style="list-style-type: none"> • Conway, D. G. (2019), The Event Manager’s Bible: The Complete Guide to Planning and Organizing a Voluntary of Public Event,3rd, Robinson, ISBN: 978-1472143464. • Bowdin, Glenn A.J. (2010), Events Management,3rd, Butterworth-Heinemann, ISBN:978-1856178181. <p>Additional reading</p> <ul style="list-style-type: none"> • Shone, Anton (2019), Successful event management: A practical handbook,5th, Cengage Learning EMEA, ISBN: 978-1473759114.
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English