

The Hong Kong Polytechnic University

Subject Code	HTM4344
Subject Title	Exhibition Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	The overall objective is to provide students with a comprehensive overview of the exhibition industry. Students will gain an awareness of the importance of the exhibition industry at both national and international level, an understanding of the infrastructure and the functions of key players in the industry, and the elements and processes of exhibition management and the theoretical concepts and principles underlying them.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional Students will be able to <i>explain and evaluate</i> various knowledge and concepts of exhibition management applicable to the hospitality industry and understand the global trends and opportunities related to the exhibition industry.</p> <p>B. Critical Thinkers Students will be able to <i>analyze and critique</i> existing and proposed exhibitions.</p> <p>C. Innovative Problem Solvers Students will also be able to display <i>creative and analytical skills</i> and produce innovative solutions to solve problems in managing exhibition assignments.</p> <p>D. Effective Communicators Students will be able to <i>communicate and react</i> proactively to the stakeholders in the hospitality industry in the area of exhibition management.</p> <p>E. Lifelong Learners Students will be able to <i>apply</i> knowledge/concepts of exhibition management to real world situations in individual and team-based work.</p> <p>F. Ethical Leader Students will be able to <i>justify</i> solutions to inherent problems, be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).</p>

	<p>G. Socially Responsible Global Citizen Students should have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject (Subject to regular update)</p> <ol style="list-style-type: none"> 1 Introduction to the Industry - Historical perspective, current size and scope of the industry, industry infrastructure and key players, types of exhibitions 2 Phases of Exhibition Production / Project Management - Planning a new exhibition, sales production, show production, evaluation 3 Site Selection - Exhibition facilities, facility requirements, site selection decision-making process 4 Floor Plan Design - Strengths and weaknesses of floor plans and facility features, traffic flow patterns 5 Marketing and Sponsorship - Exhibit space sale and attendance promotion, marketing plan, budget, tools and strategies 6 Service Contractors - Role and functions of service contractors, selection of service contractors 7 Registration 8 On-site Logistics and Post-exhibition Evaluation – Housing, audiovisual senses, air & ground transportation and shipping 9 Legal Considerations - Elements of a contract, key contract clauses, types of contracts (facility, exhibitor, service and management contracts)