

Subject Name	Meetings and Exhibition Management
Subject Code	HTM520
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The overall objective of this subject is to provide students with an understanding of the convention, meeting and exhibition industry in general; and the specific skills and steps required in planning, organizing and managing innovative meetings, conventions and exhibitions, in particular. The subject will develop students' awareness of the importance of the convention, meeting and exhibition industries at both national and international level, and their understanding of the infrastructure and functions of key players in the industry. At the same time, students will also familiarize themselves with the key elements and processes of meeting and exhibition management, and the theoretical concepts and principles underlying them.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Critically assess the knowledge and theories of management and marketing applicable to meeting and exhibition management.
2. Appraise the structure, operation, and organization of the meeting and exhibition industry and analyze the relationships among the various industry stakeholders.
3. Evaluate various management and marketing theories and concepts for the design of effective meetings and exhibitions, and devise appropriate strategies for destinations to improve their competitive position.
4. Communicate with and react proactively to the diverse stakeholders of the meeting and exhibition industry.
5. Apply the knowledge/concepts of meeting and exhibition management to real world situations in individual and team-based work and display creative and analytical skills in managing meeting and exhibition assignments.
6. Critically analyze existing and proposed meetings and exhibitions, and recommend appropriate solutions to inherent problems.

Assessment Weighting:

Continuous Assessment	70%
Examination	30%

Indicative Content:

- Introduction to Meetings and Exhibitions
- Meeting Management Process versus Phases of Exhibition Production
- Site Selection
- Budgeting and Negotiation
- Legal Considerations
- Marketing and Promotion
- Registration, on-site logistics and post-meeting/exhibition evaluation
- Future Trends