

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	HTM4344
<b>Subject Title</b>	Exhibition Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	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.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b> Students will be able to <i>explain and evaluate</i> various knowledge and concepts of exhibition management applicable to the hospitality industry.</p> <p><b>B. Critical Thinkers</b> Students will be able to <i>analyze and critique</i> existing and proposed exhibitions.</p> <p><b>C. Effective Communicators</b> Student 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><b>D. Innovative Problem Solvers</b> Students will also be able to display <i>creative and analytical skills</i> in managing exhibition assignments.</p> <p><b>E. Lifelong Learners</b> Student will be able to <i>apply</i> knowledge/concepts of exhibition management to real world situations in individual and team-based work.</p> <p><b>F. Ethical Leaders</b> Students will be able to <i>justify</i> solutions to inherent problems.</p>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p><b>Key topics to be addressed in this subject (Subject to regular update)</b></p> <ol style="list-style-type: none"> <li>1 <b>Introduction to the Industry</b> - Historical perspective, current size and scope of the industry, industry infrastructure and key players, types of exhibitions</li> <li>2 <b>Phases of Exhibition Production / Project Management</b> - Planning a new exhibition, sales production, show production, evaluation</li> <li>3 <b>Site Selection</b> - Exhibition facilities, facility requirements, site selection decision-making process</li> <li>4 <b>Floor Plan Design</b> - Strengths and weaknesses of floor plans and facility features, traffic flow patterns</li> <li>5 <b>Marketing and Sponsorship</b> - Exhibit space sale and attendance promotion, marketing plan, budget, tools and strategies</li> <li>6 <b>Service Contractors</b> - Role and functions of service contractors, selection of service contractors</li> <li>7 <b>Registration</b></li> <li>8 <b>On-site Logistics and Post-exhibition Evaluation</b> – Housing, audiovisual senses, air &amp; ground transportation and shipping</li> <li>9 <b>Legal Considerations</b> - Elements of a contract, key contract clauses, types of contracts (facility, exhibitor, service and management contracts)</li> </ol>
<p><b>Teaching/Learning Methodology</b></p>	<ol style="list-style-type: none"> <li>1. Interactive Lectures with discussions in class and illustration of real cases will be used.</li> <li>2. Tutorials will be conducted by directing students to guided readings and current issues and problems will be raised for group discussions in the tutorials.</li> <li>3. Group Project will be developed by small groups of students. Students are required to prepare a meeting plan and report on management issues. Team members have to submit both a written report and prepare a final oral presentation to demonstrate their understanding.</li> <li>4. Project Presentation is designed for each team to present their work towards the end of the course. It offers an opportunity to practice vital presentation skills.</li> <li>5. Guest speaker or speakers will be invited to give lectures/seminars on specific issues related to exhibition management in order to enhance students’ understanding of the theories learned and their applications.</li> </ol>

	6. Field Trip will be used to allow students to have an appreciation of tourism business operation and relate it to relevant concepts studied in the classroom.							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			A	B	C	D	E	F
	1. Class participation and in-class exercises	10%	√	√		√	√	√
	2. Group Project	20%	√	√		√	√	
	3. Group presentation	10%			√			
	4. Mid-term test	20%	√			√	√	√
	5. Exam	40%	√	√			√	√
	Total	100 %						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>A <b>mid-term test</b> is used to assess students' understanding of key terms and processes related to exhibition management.</p> <p>A <b>Group Project</b> comprising a written project report and a group presentation will assess students' understanding of the topic, power of critical thinking and creativity in their report and presentation. Their ability to answer enquiries from peers and teacher will also be assessed.</p> <p>An <b>examination</b> will be employed to test the students' understanding of the knowledge of exhibition management approaches and their ability in answering applied problems relating to exhibition management.</p>								
<b>Student Study Effort Expected</b>	▪ Master lecture							52 Hrs.
	▪ Tutorial							13 Hrs.
	Other student study effort:							
	▪ Group project							25 Hrs.
	▪ Self-study (Exam)							25 Hrs.
	Total student study effort							115 Hrs.
<b>Reading List and References</b>	<b>Textbooks</b>							
	Kent, P. (2006). <i>The art of the show: An introduction to the study of exhibition management</i> (3 <sup>rd</sup> ed.). Dallas, TX: IAEM Foundation.							
	<b>Suggested Readings</b>							

Davidson, R & Rogers, T. (2006). *Marketing destinations and venues for conferences, conventions and business events*. Oxford: Butterworth-Heinemann.

Professional Convention Management Association (2006). *Professional meeting management: Comprehensive strategies for meetings, conventions and events*. 5<sup>th</sup> Ed., Iowa: Kendall/Hunt Publishing Company.

Lawson, F. (2000). *Congress, convention and exhibition facilities: planning, design and management*. London, Architectural Press.

### **Relevant Journals**

Blythe, J. (1999). Visitor and exhibitor expectations and outcomes at trade exhibitions. *Marketing Intelligence and Planning*. 17:2, 100-108

DiPietro, Robin B., Breiter, Deborah, Rompf, Paul and Godlewska, Marta. (2008). An exploratory study of differences among meeting and exhibition planners in their destination selection criteria. *Journal of Convention and Event Tourism*, 9(4): 258-276

Glenn, McCartney. (2008). The CAT (Casino Tourism) and the MICE (Meetings, Incentives, Conventions, Exhibitions): Key development considerations for the convention and exhibition industry in Macao. *Journal of Convention and Event Tourism*, 9:4, 293-308

Kim, Samuel Seongseop, Sun, Hongli and Ap, John. (2008). Is there competition in the exhibition market in Asia? Analysis of the positioning of major Asian exhibition host cities. *Asia Pacific Journal of Tourism Research*, 13:3, 205-227

Kim, Samuel Seongseop and Chon, Kaye. (2009). An economic impact analysis of the Korean exhibition industry. *International Journal of Tourism Research*, 11, 311-318

Ladkin, A. and Spiller, J. (2000). The meetings, incentives, conferences and exhibition industry: An international research report. London: Travel and Tourism Intelligence.

Liu, Xiaoming. (2012). An economic analysis of the specialization and marketization of convention and exhibition industry. *International Business and Development*, 5:1, 85-91

Weber, K. (Ed.) (2005). Contemporary Issues in Convention & Exhibition Management. *Journal of Convention & Event Tourism* 7(1).