Event and Meeting Management

Course Code: MHR210_1, Credits: 10 credits
Offered by: Faculty of Social Sciences, Norwegian School of Hotel Management
Semester tuition start & duration: Spring, 1 semester
Exam term: Spring
Language of instruction: English, Norwegian

Course staff
- Reidar Johan Mykletun (Course coordinator)
- Truls Eric Johan Engstrøm (Head of Department)

Introduction

Through reading, participation in classes and fieldwork, and assignments the course introduces the student to the field of event, festival and meeting management, project work and project groups. On completion the students should understand the main topics and challenges facing the event and festival sector, the main tasks of an event project manager and how to deal with them.

Festivals are used as the main example of events in this course, but also other events will be discussed.

The meeting industry is studied especially using Stavanger Forum as an example, but other venues and providers will also be visited.

Learning outcome

Regarding knowledge, on completion of this course the students shall:

- Explain the fundamental characteristics of events and meetings as social, cultural and economic phenomena and activities, and especially their relationship to tourism
- Infer the basic principles of how events and meetings are designed, planned, financed and managed
- Discriminate the basic elements, principles and dynamics of the event and meeting business
- Compare the roles and interests of the different stakeholders in the event sector (like the manager, the volunteers, the participants, the general public, the authorities, the media, the sponsors, and the entertainers, exhibitors etc.
- Comprehend and utilize the complexity of event planning and organizing as an interaction among personal involvement, skills and specialized knowledge from several disciplines

Regarding attitudes, on completion of this course the students shall:

- be aware of the event, festival and meeting business as a contributor to economy and cultural
development

- be aware of the complex interaction among a multitude of factors and issues influencing the planning, organizing, running and outcomes of events

Regarding skills, on completion of this course the students shall be able to:

- make active and valuable contributions in a project group and take the leadership role when appropriate
- make a plan of progress for a simple project work
- participate in the practical work within a festival organisation with responsibility for dedicated tasks
- network with people in the event and meeting industries, and within local authorities (police, municipality etc)
- draft an event design for a simple event
- interact with local authorities to obtain an allowance for organising an event
- explain basic managerial, financial and environmental issues related to event organising
- make a risk and safety analysis of an event
- present and discuss issues of central importance in the event and meeting management area as specified below, in speech and writing, alone and as part of a group
- find research based evidence to support arguments, reports and planning processes

Regarding competences, on completion of this course the students shall be able to:

On completion the student should understand the main topics and challenges facing the event and festival sector, the main tasks of an event project manager and how to deal with them. The student should be aware of and have insights into recent trends and developments in this growing area of activities as a meeting place between social life, experiences and the experience industries, cultures and commercial interests, organisations and voluntary contributions, safety and public control, and finally tourism. Furthermore, the student should be able to demonstrate comprehension of a wide range of management issues, and some attention will be paid to the nature and methods of project management, work in project groups, and special issues within the area of event, festival and meeting management as a field of application of project management skills. Finally, the student shall understand how the field contributes to and interacts with tourism development, place development and destination development for the local inhabitants.
Content

Topics include:

Introduction to the field of event and meeting management  
Meeting festival owners and managers  
Overview over the basic theoretical disciplines of event and meeting management  
Becoming a festival manager  
Working in groups  
Managing groups  
Project work and management  
Festival economics - organisational level and impacts on the society  
Volunteers as resources in events and festivals, volunteers and serious leisure, managing volunteers  
Host community - interacting with the municipality  
Risk analyses and safety management  
Value and use of media, events and media management  
Practical examples  
· The Maijazz, planning, organising, marketing and operation  
· The Gladmatfestivalen  
· The Tomatfestivalen, Finnøy, and the local tomato production  
· The Stavanger Forum  
· The Municipality of Stavanger as host of events  
· Ekstremsportveko, Voss (extreme sports event)  
  · Nordsjørittet (sports event)  
  · Stavanger Live - the new rock and pop festival

Teaching methods

· Lectures and discussions, including guest lecturers from the businesses studied
· Independent study work
· Work in project groups with
· Interviews
· Participating in the development and operation of a festival
· Assignments according to the evaluation procedures

**Required prerequisite knowledge**
None

**Exam**

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To be allowed to participate in the final exam, the following conditions apply:

Class attendance must be at minimum 80% of the time.

Each student must have participated in all assigned group work and projects related to the class, and these group works must be accepted by the responsible teacher of the class.

The group reports must be handed in to pass. Group reports must be signed by all group members to be valid for the individual group member. To be allowed to sign, the candidate must have contributed with his / her part as agreed upon within the group.

**Coursework requirements**
Compulsory report and minimum 80% class attendance.

**Open to**
International Hotel and Tourism Leadership - Master's Degree Programme

**Course assessment**
The course will comply with the student evaluation procedures established by the University of Stavanger and the Faculty of Social Sciences.

**Literature**
1. Mandatory texts:
Butterworth-Heineman.


Scandinavian Journal of Hospitality and Tourism, 2009, vol 9, no 2-3 (whole issue - to be downloaded within the library)

Jæger, K. & Mykletun, R.J. (2012). Festivals, identity and belonging. Event Management (accepted for publication)*


http://dx.doi.org/10.1080/15022250.2011.593363

Handouts related to the lectures

2. Optional / recommended readings (new entries will be added here during the semester)

The main journals in the field of event and festivals are:

· Event management

· Festival management and event tourism

· Journal of convention and event tourism
· International journal of event management research
  
  Important articles may also be found in other tourism and leisure journals, like:
  
  · Leisure studies
  
  · Journal of travel research
  
  · Annals of tourism research
  
  · Tourism management
  
  · Scandinavian journal of hospitality and tourism
  
  Important books:
  
  
  
  
  
  
  
  
  
  
  
  
  


Interesting article on project group work: