

Faculty of Higher Education

Subject Code	EVE605
Subject Name	Conference and Convention Management
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	This subject explains the organisers perspective on planning and staging a successful business event. Students are introduced to the various types of business events and how this impacts the planning and staging processes. Students will be involved in experiential learning activities in order to critique operational planning and reflect on continuing service delivery components from an organiser’s perspective. Challenges, trends and future opportunities within the business events sector are also explored.
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Learning Outcomes	Explain the structure of the business event sector.
	Analyse the challenges and issues that impact business events
	Interpret client and host needs within business events
	Examine the processes involved in staging business events
	Reflect on effective problem solving and collaborative techniques

Assessments	Details	Weighting
	Essay that explains the structure of business events and the impact of the sector on key stakeholders such as the host community.	30%
	Create an event plan for a simulated or live business event.	40%
	Peer review and reflective piece on self and others including recommendations for improvement	30%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Interpersonal and teamwork skills
	Communication skills
	Personal attributes - Fostering client servicing and collaboration