

Meetings, Incentives, Conferences and Events

This module introduces students to this sector of the tourism industry, and will cover both business and leisure events. The specific characteristics of the Meetings, Incentives, Conferences, Events sector (MICE) will be discussed, including impacts for tourism development, conference marketing, management of meetings and conferences and the growing importance of event tourism will be discussed.

Learning outcomes

On successful completion of this module, students should be able to:

- Examine the key characteristics of the Meetings, Incentives, Conferences, Events sector (MICE)
- Illustrate the range of existing leisure events, analyse their characteristics and their role in the development of tourism
- Critically discuss the role of the government sector in managing, promoting and funding leisure events
- Critically assess the range of operational and management tasks necessary in order to manage events successfully

Syllabus

- Introduction to MICE
- Meetings
- Incentives
- Conferences
- Events
- Issues with MICE
- Marketing for MICE
- Venue Management
- Distribution and the Role of Travel Agents
- Planning and Project Management

Lesson Plan

Session	Subject
1	Introduction to MICE
2	Meetings
3	Incentives
4	Conferences
5	Events
6	Issues with MICE
7	Marketing for MICE
8	Venue Management
9	Distribution and the Role of Travel Agents
10	Planning and Project Management
11	Planning and Project Management
12	Case Study/In Class Test
13	Revision
14	Revision

Recommended textbook

'Project Activities Planning and Management', Author: Lynn Van Der Wagen', Tourism Educational Publisher.

Bowdin, Allen, O'Toole, Harris, McDonnell. 2011 (3ed) Events Management. Oxford

Bowdin, G, Getz D and U Wunsch. 2010. Events Management Casebook, Oxford Management. Oxford

Forsyth, P. 1999, Maximizing Hospitality Sales: How To Sell Hotels, Venues And Conference Centres, Cassell, London.