



Code - Course	481110 – Event planning and management				
Type	Basic training			Year	1 st
Thematic Area	Introduction to events and entertainment			Credits	6 ECTS
Professor in charge of the course					
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The **Event Planning** course provides a comprehensive and detailed overview of the organization, management, and execution of events. This course equips students with the key skills and techniques needed to plan, coordinate, and manage various types of events, including corporate, associative, institutional, social, and sporting events.

In the first part of the course, the close relationship between the tourism and event industries is explored, emphasizing the importance of business and meeting tourism within the sector. Students will learn the specific terminology of the industry and the key players, such as Destination Management Organizations (DMOs) and Convention Bureaus, which play a crucial role in promoting and attracting events to tourist destinations. The economic contribution of these events to cities will be analyzed, from their economic impact to the use of infrastructure and accommodation.

The second part of the course focuses on the classification and organization of different types of professional events. It covers corporate events such as conventions and team-building activities, as well as associative events like conferences and congresses. Institutional, social, and sporting events will also be studied, providing students with a comprehensive understanding of event planning in these diverse contexts.

The course further delves into the role of professional event organizers, including Professional Congress Organizers (PCOs), Destination Management Companies (DMCs), communication agencies, and business travel agencies (TMCs). Additionally, students will explore the various suppliers involved in event execution, from selecting iconic venues to managing technical services and entertainment, all of which are crucial for the success of any event.

Finally, the course examines the importance of the MICE department within hotel establishments, including its organizational structure and its function within the hospitality sector. Students will be introduced to MICE management in hotels and other venues, acquiring the necessary tools to successfully manage events in these types of settings.

This course provides students with comprehensive training to excel in event planning and organization, helping them understand and adapt to the needs of a dynamic and ever-growing sector.



LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M04C1- Describe the structure and dynamics of the events and entertainment industry.

M04C2- Interpret trends in the organization of event planning processes.

M04C4- Describe the phases and essential activities linked to the planning and management of the different events.

M04C5- Recognize the principles of the organization of human resources.

M04H6- Analyze success and failure cases in the entertainment industry.

M04S7- Develop communication and negotiation skills with suppliers and clients at events.

M04S8- Assess staffing needs for specific events, considering the complexity and particular requirements of each project.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC07, TH01, TH04, TH05, TH06, TH08, TH09, TS01, TS03, TS04, TS05, TS07, TS08, TS09, TS10, TS11*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

UNIT 1: Tourism, events & 3rd party companies involved

- 1.1. Current situation of the mice industry
- 1.2. Business travel and Event Travel (MICE)
- 1.3. Event management terminology

UNIT 2: The role of DMOs (Destination Management organizations)

- 2.1. The Convention Bureau (CB): Definition and types
- 2.2. Strategies for promoting and attracting events
- 2.3. Importance of the convention bureau in the mice industry: Type of events in which CB participate, which sectors are generating these meetings, where are these meetings organized, type of accommodation selected, daily spent, participants' nationalities, economic impact, etc. Contribution of a CB in the congress activity of the city.

UNIT 3: Types, organization and management of professional events

- 3.1. Professional Events
 - 3.1.1. Corporate events: convention, teambuilding, incentives, etc.
 - 3.1.2. Associative events: congresses, conferences and workshops



- 3.2. Institutional Events
- 3.3. Social and sports events

UNIT 4: Professional event organizers

- 4.1. Event travel (MICE) organizers
 - 4.1.1 Professional congress organizers (PCOs)
 - 4.1.2 Destination management companies (DMCs)
 - 4.1.3 Other event organizers (communication agencies, etc.)
- 4.2. Business travel organizers
 - 4.2.1 Travel management companies (TMCs)
- 4.3 Other Event Organizers
 - 4.3.1 Wedding planners
 - 4.3.2 Sports events

UNIT 5: Professional event suppliers

- 5.1. Venues, meeting spaces, congress centres, etc.
- 5.2 Other suppliers: Audiovisual companies, transportation companies, activity companies, other companies, etc.
 - 5.2.1 Companies providing entertainment

UNIT 6: The hotel MICE department

- 6.1. Organization chart
- 6.2 Introduction to the hotels' MICE department

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- [Conferences
- Study cases
- Practical exercises
- Debates
- Problem-based learning]



ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline ¹
Activity 1	Group	18%	10% Individual work	3rd week
Activity 2	Group	20%	10% Individual work	6 th week
Activity 3	Individual	20%	20%	10 th week
Attendance to class	Individual	2%		The whole semester
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

- Rodríguez Monerris,H (2024). No hay Murphy para tanto plan. Ediciones Murphy.
- Roca Prats,JL (2023). Planificación, organización y control de eventos. Editorial Paraninfo.
- GenÉthico: Arrillaga,N. y Iglesias,E. (2021). Cómo ser un event planner ético. Manual para hacer eventos más sostenibles.
- Torrens,R. (2019). Eventos de empresa. El poder de la comunicación en vivo. Barcelona: Editorial Deusto.
- Mittal, S (2017). EVENT MANAGEMENT: Ultimate Guide to succesful meetings, corporate events, Conferences, management & Marketing for succesful events: become an event planning pro & create asucesful event series. Saurav mittal.
- OMT (2016). Informe Global sobre la industria de reuniones. Madrid, España. AM Reports.
- De groot, E.,Van der Vijver, M (2013). Into the heart of meetings: basic principles of Meeting design. Leeuwarden: Mindmeeting BV.
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