

Module Specification

Module Summary Information

1	Module Title	Events and Exhibitions Production
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7337

5	Module Overview
<p>This production module contributes to the overall programme philosophy and aims by focusing on the organisation of a live event or exhibition and stakeholder perspectives. You will study exhibitions from every level from the perspectives of venues, organisers, exhibitors, suppliers and consumers. In this module you will develop a critical understanding what factors affecting each of the stakeholder groups in any event or exhibition in order to maintain a competitive advantage in the industry. You will test and deploy theories, research-based knowledge and analysis to inform and lead practice in the event and exhibition industry. The key theme of this module is competition because to be successful in any aspect of exhibitions you need to know how to be competitive.</p> <p>The project will involve working in groups from a brief provided by a client, working for a venue owner and you will have the opportunity (if applicable) to work with students from other disciplines to design an event or exhibition space.</p> <p>You will extend your core knowledge of event and exhibition management through a series of problem-solving tasks related to some of the key issues and stages in the development and delivery of an event or exhibition and in managing the interests of stakeholders.</p> <p>Topics:</p> <ul style="list-style-type: none"> Planning for events and exhibitions – investigating, evaluating and reflecting on every level of event and exhibition management from the perspectives of venues, organisers, exhibitors, suppliers and consumers. Key event and exhibition roles – investigate the roles of key personnel in the event and exhibition process both internal to the team and external roles including those of the client, suppliers and venue personnel. Identifying stakeholders at every level in the event process including the client, suppliers, team members and the audience <p>Evaluating user experience – investigate, develop and implement assessment methodologies to define efficacy of the experience in achieving, and adding value to, the user experience of all stakeholders</p> <p>You will also focus on personal development in:</p> <ul style="list-style-type: none"> Negotiating and selling skills Time management skills Presentation and pitching skills Effective working within a team The independent learning ability required for continued professional study Making professional use of others where appropriate, managing key suppliers, team members and clients 	

6	Indicative Content
	<p>Investigation into the size, value and development of the global exhibitions industry. Techniques and approaches to exhibition and event production (narrative, performative spaces and simulated experiences.) Visual merchandising and exhibitions. Assignment discussion. Seminar and workshop Habits of successful event management, quality management systems including Lean and Six Sigma. TQM. Assignment discussion. Seminar and workshop Group/individual event proposal presentation Seminar and workshop Event and exhibition marketing developments, experiential marketing, guerrilla marketing. Seminar/workshop/discussion Thinking traps and the dangers of assumption. Decision basis and decision management. Planning a trade fair exercise. Current and emerging exhibitions trends including new and emerging technologies. Seminar/workshop/presentations Group/individual site visits, client meetings, event development plus individual tutorials Project events updates. Group discussions and peer review session. Investigation into current event apps and review of the Event Apps Bible. Seminar/workshop/presentations IOSH training info and discussion. Group breakout sessions involving peer review and cross group event discussions. Troubleshooting session. Seminar/workshop/presentations Visiting tutor – events professional from specific industry sector. Seminar. Drop in tutorials Session replaced by next week's commitments Two days at the NEC attending an IOSH in the events industry (accredited) course. Module overview session and individual/group projects overview and update. Troubleshooting session.</p>

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Develop the skills to work in a professional context to originate and implement an innovative event project working to a clients' brief.
	2	Expand on your reflective skills by analysing your own, and others', achievements and offer professional insights and solutions in order to improve practice and formulate strategies for development.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	