



Module Structure

Module Title : MICE Planning and Organisation

Module Code : HTPM263

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 2

Group : HTM II

Semester : Fall

Number of Hours Taught : 2 per week

ECTS : 3

Instructor: Francesca Afxentiou-Nicolaou

Office Hours: Wednesday 15:00-17:00

Office Number: 216

Office Tel: 22404806

email: fafxentiou@hhic.mlsi.gov.cy

Pre-requisite(s) : No previous background assumed

Module Rationale

MICE (Meetings, Incentives, Conferences and Events) constitute an important sector of the hospitality and tourism industry. Therefore, this module will examine the planning of MICE events.

Aims

This module introduces students to the concept of MICE planning related to the initial planning and budgeting as well as organising. Students will be familiarised with all concepts considered when organising MICE, including the location, transportation, guest arrival, venue requirements, food and beverage and entertainment.

Intended Learning Outcomes

By the end of the semester, students are expected to be fully aware of successfully organising MICE by:

1. Planning, budgeting and the development of strategy
2. Guests and target audiences
3. Promoting and marketing events
4. Location, venue and travel logistics
5. Food, drink, entertainment and themes and food and beverage catering
6. Implementing security, health and safety, permissions and insurance procedures

Delivery Methods:

Lectures, role playing, case studies, coursework, activities

Assessment:

Coursework/Activities	20%
Group Project and Presentation	30%
Test	10%
Final Examination	40%

Module Requirements

Refer to the students' manual for the module requirements.

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-06/10	The First Steps: <ul style="list-style-type: none"> • The purpose of the event • Initial planning • Budget Brakdown 	Chapter 1
2.	09/10-13/10	The First Steps: <ul style="list-style-type: none"> • The purpose of the event • Initial planning • Budget Brakdown 	Chapter 1
3.	16/10-20/10	Organisation and Timing: <ul style="list-style-type: none"> • Function sheets • Timing of the Event • Case Study/activity 	Chapter 2
4.	23/10-27/10	Location, Location, Location: <ul style="list-style-type: none"> • Site selection • Location requirements • Promoting MICE • Activity/Case Study 	Chapter 3
5.	30/10-03/11	Location, Location, Location: <ul style="list-style-type: none"> • Site selection • Location requirements • Promoting MICE • Test 	Chapter 3
6.	06/11-10/11	<ul style="list-style-type: none"> • Tranportation of participants • Guest Arrival 	Chapter 4 Chapter 5
7.	13/11-17/11	<ul style="list-style-type: none"> • Tranportation of participants • Guest Arrival 	Chapter 4 Chapter 5
8.	20/11-24/11	<ul style="list-style-type: none"> • Venue Requirements • Audio-visual • Lighting • Room requirements 	Chapter 6
9.	27/11-01/12	Who's It All For? <ul style="list-style-type: none"> • The Guest List • Invitations • Media 	Chapter 7
10.	04/12-08/12	Food and beverage	Chapter 8

Week	Dates	Topics to be Covered	Reference Chapter / Material
		<ul style="list-style-type: none"> • Menu planning • Staffing 	
11.	11/12-15/12	Other Considerations <ul style="list-style-type: none"> • Entertainment • Photographer • Themes and Programs • Décor • Parting Gifts • Final Touches 	Chapter 9
12.	18/12-22/12	Other Considerations <ul style="list-style-type: none"> • Entertainment • Photographer • Themes and Programs • Décor • Parting Gifts • Final Touches 	Chapter 9
13.	08/01-10/01	<ul style="list-style-type: none"> • Presentation of Group Assignment • Revision 	

Essential Reading

Allen, J. (2009). *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*. 2nd ed. Wiley

Additional Reading

Capell, L., *Event Management for Dummies*. Wiley



