



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 4 - Convention bureau

2021-3-E1501N110

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#### Learning objectives

The aim is to examine the role of the Convention Bureau in the Meeting Industry and in Congress&Event Tourism, with focus on the Italian market.

#### Contents

1. Role of Congress&Event Tourism in the Italian market.
2. History, characteristics and role of Convention Bureau in destination marketing and management.
3. The players: public institutions, event promoters, event organizers, associates, delegates/tourists.
4. Convention Bureau in Italy: state of the art.
5. Convention Bureau and Meeting Industry's professional standards.
6. Growth of Italian Meeting Industry: national enhancement factors and new perspectives in the international market.

#### Detailed program

**1 - Italian Meeting Industry:** definition of di MICE and Meeting Industry; MICE market's characteristics and segmentation, economic value, occupational value.

**2 - Convention Bureau and Destination Marketing:** history of CB, organization, governance, public and private role.

**3 - Convention Bureau in Italy:** CB distribution on national scale, forms of association, financing, number of associates, local agency.

**4 - CB activity in Destination Management & Marketing:** promotional activities, locations and services mapping for the Meeting Industry, activity for associates-promoters-professionals, national and international candidacy, the Bid Book.

**5 - The players:** role of public and private institutions, event promoters, associates, delegates/tourists.

**6 - Characteristics of MICE destinations:** Meeting Industry and tourism flows. Material and non material assets for the Meeting Industry growth. Territorial context.

**7 - Meeting Industry and professional standards:** MICE design and organization. Meeting Industry players. Professional standards and CB admittance.

## Prerequisites

Tourism segmentation, Tourism and Territorial Marketing, Destination Management.

## Teaching methods

Taught class for topic introduction, that will be followed by:

- research, collection and analysis of information on the Internet, both individually and in groups:
- *Fish Bowling*: discussion and comparison of the results achieved in groups, with cognitiv gain final enunciation.

## Assessment methods

Project work

## Textbooks and Reading Materials

**Federcongressi & Eventi** - Libro bianco del congressuale italiano

**P. Mariotti** – I Convention Bureau locali come strumento di promozione della marca “Italia” nel mondo.

**Fondazione IULM per CCIAA Milano** - Il segmento congressuale in Italia e la situazione di Milano.

**Event Report** - Il valore degli eventi oltre il turismo e le 4 dimensioni dell'eredità per le destinazioni.

**Event Report** - Perché si partecipa a un evento: i fattori di decisione e le implicazioni per organizzatori e destinazioni

**Sicilia Convention Bureau** - Il turismo congressuale come risorsa per lo sviluppo economico del territorio.

Il contributo di Sicilia Convention Bureau.

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