UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 4

2223-3-E1501N110

Learning objectives

The aim is to examine the role of the Convention Bureau in the Meeting Industry and in Congress and 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.

Sustainable Development Goals

AFFORDABLE AND CLEAN ENERGY | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION