

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

# **SYLLABUS DEL CORSO**

## **Laboratorio 4 - Convention bureau**

2324-3-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**

Textbooks and Reading Materials will be defined by the assigned lecturer.

#### **Sustainable Development Goals**

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