UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 3

2526-3-E1501N109

Learning objectives

1. Knowledge and understanding
   Students will acquire an in-depth knowledge of the dynamics of the events industry, with particular focus on the conference market, key stakeholders, and the global trends influencing it (digitalization, sustainability, innovation).

2. ApplYING knowledge and understanding
   Students will be able to apply the knowledge acquired to the design, planning, and management of complex events, using project management tools, marketing strategies, and conference acquisition models.

3. Making judgments
   Students will develop critical and decision-making skills in evaluating event management strategies, taking into account organizational, technological, economic, and social aspects, with particular attention to ethical implications and social responsibility.

4. Communication skills
   Students will enhance their communication skills, learning how to effectively present and “sell” an event project to different stakeholders (clients, sponsors, institutions, partners), using appropriate languages and tools for each context.

5. Learning skills
   Students will develop lifelong learning abilities, enabling them to adapt to the evolution of the industry, keep up with new technologies and formats, and continuously strengthen their professional competences.

Contents

- Introduction to the congress industry – the association world, the corporate world, and the role of PCOs (Professional Congress Organisers).
- The future of meetings and events: innovation, sustainability, and digital transformation.
- Communicating and “selling” a congress: event marketing, communication, and storytelling.
- How to win an association congress: the different steps and the building of long-term relationships.
- Organising a congress: project management, new formats, and complexity management.
- The business tourism and MICE supply chain as a value ecosystem.
- Events and social responsibility: from CSR projects to ESG strategies.
- Sponsorships and partnerships: management, strategies, and branded experiences.
- Major sporting and corporate events as models of innovation.
- Events and emerging technologies: AI, AR/VR, and data analytics.
- Presentation of case studies.
- Group projects.

Detailed program

The course provides an in-depth exploration of the complex ecosystem of events, focusing on the stakeholders involved and the management dynamics that ensure the success of each initiative.
Students will learn to identify and coordinate the numerous professional roles required for the planning and execution of events, analyzing the specific skills associated with each role.

1. Event Stakeholders

- Identification and role of key stakeholders (organisers, sponsors, suppliers, participants, institutions).
- Strategies for managing the complexity of roles and professional expertise involved.

2. Evolution of the Events Industry

- Analysis of current and future trends.
- Impacts of change on organisers and end clients.
- Adapting to new technologies and digital/hybrid formats.

3. Opportunities in the Congress Market

- Opportunities offered by the congress and association market for destinations.
- Employment benefits, cultural integration, knowledge exchange, and the advancement of scientific research.
- Positioning destinations as hubs of innovation and economic growth.

4. Acquisition of International Congresses

- Requirements and selection criteria for acquiring international congresses.
- Strategies for promoting destinations and hospitality facilities.
- Case studies of success stories and best practices.

5. Global Trends and the Future of Events

- Sustainability and measurement of environmental and social impact.
- Digitalisation and artificial intelligence as support tools.
- Immersive and phygital (physical-digital) experiences.
- Inclusivity, diversity, and equity as key values for future events.
- Major geopolitical and economic shifts and their impact on destination choices.

- Future vision: events as platforms for networking, innovation, and social impact.

Prerequisites

None, aside from a strong knowledge of the Italian language.
Several sessions will include slides in English.
This course is aimed at event industry professionals, congress organisers, destination managers, tourism management students, and anyone interested in developing skills in event management.

Teaching methods

In-person lectures – Lecture-based Teaching (DE)

Assessment methods

Student learning will be assessed based on their active participation during lectures and the outcomes of various group projects.

Textbooks and Reading Materials

The reference texts will be determined by the course instructor.

Semester

1st Semester 2025

Teaching language

Italian/English

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES