UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 4

2526-3-E1501N110

Learning objectives

Acquire specific knowledge in the field of the Meeting Industry, with particular reference to the functioning of Convention Bureaus in their role as aggregators of supply within their respective MICE destinations.

Contents

1 - The Meeting Industry in Italy
2 - Events and communication
3 - The stakeholders involved: destinations, organizers, professional operators
4 - Marketing of destinations: the role of Convention Bureaus
5 - The *Libro Bianco* of the Italian Meeting Industry
6 - Professional roles and the job market
7 - Professional standards
8 - Sustainability and events organization

Detailed program

LESSON 1 – The Italian Meeting Industry
Definition of MICE and the Meeting Industry; characteristics of the conference market and its segmentation; economic value; employment impact; social value.

LESSON 2 – Convention Bureaus in Italy
Distribution of Convention Bureaus across the national territory; corporate structure; capital composition; number of members; governance models; territorial scope and representation.

LESSON 3 – The Activities and Role of Convention Bureaus in Destination Marketing
Destination promotion and marketing; mapping of venues and services for the Meeting Industry; coordination activities between members and operators; management of national and international bids; the Bid Book.

LESSON 4 – The Meeting Industry: The Stakeholders Involved
Analysis of the role of institutions, event promoters, members, local authorities and conference participants.

LESSON 5 – MICE and Competitive Factors among Destinations
The Meeting Industry and tourism flows. Tangible and intangible assets as competitive factors for the development of the Meeting Industry.

LESSON 6 – Presentation of Final Project Work

Prerequisites

Knowledge of:

- tourism market and its segmentation
- fundamentals of destination marketing

Teaching methods

Lectures (both traditional and interactive).
Practical exercises.
Research activities.

Assessment methods

Assessment questionnaires.
Final project work.

Textbooks and Reading Materials

PP. Mariotti, A. Zeni, H. Pechlaner (2012)
I Convention Bureaux Locali - EURAC Research in Congress Today

PG. Cozzi (2023)
Comunicare con gli eventi - Franco Angeli

S. Cherubini, E. Bonetti, G. Iasevoli, R. Resciniti (2020)
Il valore degli eventi - Franco Angeli

A. Accatino (2014)

Il dizionario degli eventi - Cooper

C. Guala (2009)
Mega Eventi. Modelli e storie di rigenerazione urbana - Carocci editore

M. Mailander (2014)
Il nuovo marketing dei sistemi territoriali - Ed. Gruppo 24 Ore

AA. VV. (2010)
Professional Meeting management. Manuale europeo MPI - Ed. Congress Today

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES