UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 3 - Il turismo business e il turismo MICE

2627-3-E1501N109

Learning objectives

1. Knowledge and Understanding
   Students will acquire an in-depth understanding of the dynamics of the events industry, with a particular focus on the congress and meetings market, its key stakeholders, and the global trends shaping its evolution, including digitalization, sustainability, innovation, artificial intelligence, and new participation models.

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, congress bidding models, and data-driven approaches to support decision-making processes.

3. Making Judgements
   Students will develop critical and decision-making skills to evaluate event management strategies, taking into account organizational, technological, economic, and social aspects, with particular attention to ethical impact, social responsibility, and measurable sustainability.

4. Communication Skills
   Students will strengthen their communication skills by learning how to effectively present and “sell” an event project to different stakeholders (clients, sponsors, institutions, and partners), using appropriate language, digital tools, and storytelling techniques tailored to specific contexts.

5. Learning Skills
   Students will develop lifelong learning capabilities that enable them to adapt to the continuous evolution of the industry, keep pace with emerging technologies and event formats, and continuously enhance their professional competencies.

Contents

• Introduction to the congress industry: the association sector, the corporate sector, and the role of Professional Congress Organisers (PCOs).
• The future of meetings and events: innovation, sustainability, digital transformation, and artificial intelligence.
• Communicating and “selling” a congress: marketing, communication, storytelling, and digital event content.
• How to bid for an association congress: key steps, long-term relationship building, and destination positioning.
• Organizing a congress: project management, new event formats, participant experience, and complexity management.
• The business tourism and MICE industry as a value-generating ecosystem.
• Events and social responsibility: from CSR projects to ESG strategies, with a focus on impact measurement and event legacy.
• Sponsorships and partnerships: management, strategies, branded experiences, and new collaboration models.
• Major sporting and corporate events as models of innovation, engagement, and integrated management.
• Events and emerging technologies: generative AI, AR/VR, data analytics, digital platforms, and personalization tools.
• Presentation of case histories and best practices.
• Group projects.

Detailed program

The course provides an in-depth exploration of the complex event ecosystem, focusing on the stakeholders involved and the management dynamics that contribute to the success of events and meetings.
Students will learn how to identify and coordinate the numerous professional roles required for event planning and delivery, analyzing the specific competencies associated with each role and the evolution of professional profiles demanded by the market.

Main Topics

1. Event Stakeholders
   • Identification and roles of key stakeholders (organizers, sponsors, suppliers, participants, and institutions).
   • Strategies for managing the complexity of roles and professional profiles involved in event delivery.
   • Emerging competencies: strategic consulting, content development, technology, sustainability, and data management.
2. Evolution of the Events Industry
   • Analysis of current and future trends.
   • Impact of industry transformation on organizers and end clients.
   • Adaptation to new technologies and digital, hybrid, and phygital formats.
   • Participant experience and community building as central elements of event success.
3. Opportunities in the Congress and Meetings Market
   • Opportunities generated by the congress and association meetings market for destinations.
   • Employment benefits, cultural integration, knowledge exchange, and scientific research development.
   • Positioning destinations as hubs for innovation, knowledge creation, and economic growth.
4. International Congress Bidding
   • Requirements and selection criteria for attracting international congresses.
   • Destination and venue promotion strategies.
   • The role of convention bureaus, institutions, and local innovation ecosystems.
   • Successful case studies and best practices.
5. Global Trends and the Future of Events
   • Sustainability and the measurement of environmental and social impact.
   • Digitalization, artificial intelligence, and data analytics as tools supporting event design, management, and evaluation.

• Immersive and phygital experiences.
• Inclusivity, diversity, and equity as core values for future events.
• Major geopolitical and economic changes and their impact on destination choice, security, and risk management.
• A future-oriented vision of events as platforms for networking, innovation, legacy creation, 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 2026

Teaching language

Italian/English

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES