

TEACHING GUIDE

MANAGEMENT AND DIRECTION OF FAIRS, CONGRESSES AND EXHIBITIONS

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 01-07-2024

 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	4 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>With the subject the students will acquire knowledge about the areas detailed below:</p> <ul style="list-style-type: none"> - Differences between a fair, congress and exposition. - To understand the nature of the fair activity and its relationship with the environment. - Criteria for event selection. - To obtain event management skills. - Identification and knowledge of the main stakeholders participating in the fair activity and their objectives. - Ability to apply knowledge to practice. <p>For the development of the subject there are no requirements, although it would be desirable for the student to have certain skills such as:</p> <ul style="list-style-type: none"> •The ability to work as a team. •Oral and writing communication ability. •Competence to work autonomously.

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG4. Oral and written communication skills in the language of the degree CG7. Work organisation and business management techniques CG8. Knowledge of information technology relevant to the field of study CG9. Ability to gather, evaluate and interpret information from different sources CG10. Decision-making and problem-solving skills CG12. Development of interpersonal skills CG14. Critical-thinking and self-criticism skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action</p> <p>Specific competences</p>



CE2. Knowledge of institutional and business protocol techniques, of the rules and practices, of the procedural strategies for the organisation of all types of functions, ceremonies and events

CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event

CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity

CE18. Comprehensive image and corporate reputation management

CE21. Design, organisation and planning of events, as well as their integral execution

CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases

CE51. Gain in-depth knowledge, abilities and attitudes, involving students in the business reality, completing and complementing their theoretical and practical training with experience developed outside the university context

CE52. Knowledge and analysis of the behaviour of economic entities and market performance analysis

CE53. Ability to analyse business issues from a managerial perspective (planning, organisation, management of human resources and supervision)

IV.-Contents

IV.A.-Syllabus

Lesson 1. Fairs, Congresses, Exhibitions and their objectives.

- 1.1 Historical evolution of the exhibition activity.
- 1.2 Concept of Trade Fair, Congress and Exhibition. Terminology.
- 1.3 The Setting of the main goals.
 - 1.3.1 Methods for setting objectives.
 - 1.3.2 Types of objectives.

Lesson 2. Main agents with interest in the fair activity.

- 2.1 Exhibitors.
 - 2.1.1 Concept and types.
 - 2.1.2 Objectives.
- 2.2 Visitors.
 - 2.2.1 Concept and types.
 - 2.2.2 Objectives.
- 2.3 Organizing entities.
 - 2.3.1 Concept and types.
 - 2.3.2 Objectives.

Lesson 3. Types of Events.

- 3.1 According to the type of exhibition.
- 3.2 According to the type of public.
- 3.3 According to its geographical scope.
- 3.4. According to its size.
- 3.5. According to its periodicity.
- 3.6. Other types of fairs.

Lesson 4. Management of events: participation and involvement.

- 4.1 Selection of events as business strategy.
 - 4.1.1 Importance of selecting correctly the event.
 - 4.1.2 Selection criteria.
- 4.2 Stages in the fair planning.
 - 4.2.1 Pre-fair.
 - 4.2.1.1 Definition of objectives.
 - 4.2.1.2 Estimation of participation costs.
 - 4.2.1.3 Recruitment of the team.
 - 4.2.2 During the fair.
 - 4.2.2.1 Product knowledge.
 - 4.2.2.2 Classification of contacts.
 - 4.2.2.3 Basic rules of behavior.
 - 4.2.3 Post-fair.
 - 4.2.3.1 Importance of monitoring and feedback.
 - 4.2.3.2 Final assessment.

IV.B.-Training activities

Type	Title
Practical / resolution of exercises	Case studies.
Reading	Theoretical lessons.



Others	Autonomous work of the student (preparation for the theoretical lessons, practical lessons, case studies and preparation of tests).
Reading	Reports, readings, research studies, etc.
Others	Individual work.
Others	Team work.

V.-Student workload		
Lecture classes	40	
Practical classes/resolution of exercises, case studies, etc.	15	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	16	
Related activities: conferences, seminars, etc.	2	
Preparation of lecture classes	20	
Preparation of practices, exercises, cases studies work	42	
Test preparation	40	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 14	Teacher explanation of basic contents of the subject.
Master classes	Week 1 to Week 14	Extra readings linked with the content of the subject.
Academic Tutorials	Week 1 to Week 17	The timetable should be confirmed by the teacher.
Work placements	Week 1 to Week 14	Activities given by the teacher to be done in class or as homework: exercises, readings, case studies, etc.
Master classes	Week 1 to Week 17	Seminars and other activities related with the subject.



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

The weight of the final grade will be divided as shown below:

FINAL EXAM: 45% (on the official date, established by the University). It is compulsory to obtain a minimum mark of 5 out of 10 to pass this part.

ACTIVITIES OR PRACTICAL CASE STUDY INDIVIDUAL, OR IN GROUPS: 30% (during the course). It is compulsory to obtain a minimum mark of 5 out of 10 to pass this part.

EVALUATION OF WRITTEN, OR ORAL COMMUNICATION: 20%.

ATTENDANCE AND PROACTIVE PARTICIPATION: 5%.

FINAL EXAM, ACTIVITIES OR PRACTICAL CASE STUDY INDIVIDUAL, OR IN GROUPS or EVALUATION OF WRITTEN, OR ORAL COMMUNICATION could be re-evaluated in the extraordinary call if the minimum mark required by this guide is not reached in regular evaluation. The grade obtained in the activities passed will be saved for the extraordinary call.

ATTENDANCE AND PROACTIVE PARTICIPATION is not considered a re-evaluated item.

RE-EVALUATED items would follow a similar structure as ordinary evaluation.

PRIOR CALL / EARLY EVALUATION (when requested) will follow similar structure as ordinary evaluation.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs



Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

Referecenc Generic

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Congressional Management Foundation (2010). Setting Course A Congressional Management Guide. AICPA.
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 Siemieniako D., Gbarowski M. *B2B Relationship Marketing Management in Trade Fair Activity*. Cambridge Scholars Publishing.
 V.V.A.A. (2011). Marketing en ferias turísticas. Editorial MAD.

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor´s name	MARIA RITA DEL CARMEN BLANCO DOPAZO
E-mail address	maria.blanco@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	No
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	1
Nº period for technology transfer	0
Stretch Docencia	0



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