EMPLOYEE OF MICE INDUSTRY

COURSE AND APPRENTICESHIP PROGRAMME FOR THE MICE SECTOR STAFF

DIALOG of Transformation®
Certifield Service EDU SMART Training Centre
UKPRN 10066595

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EVENT ORGANISER COURSE

Duration: 36 teaching hours
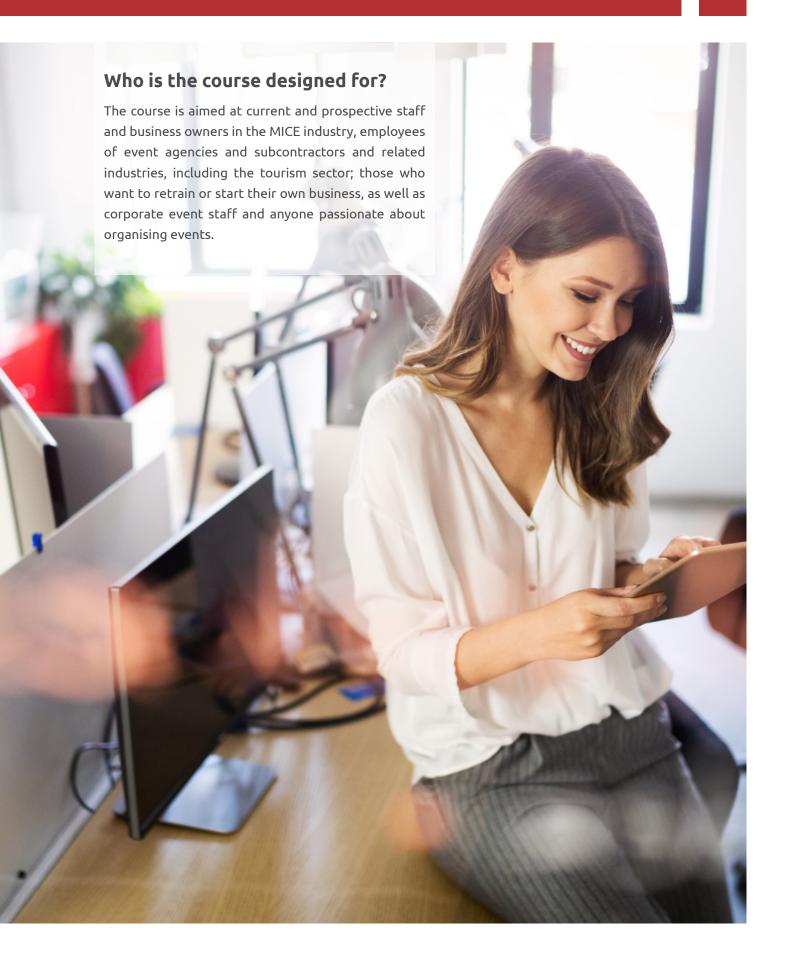
LEARNING OBJECTIVES

Why is it worth it?

The aim of the course is to impart extensive knowledge and skills in the organisation of events: congresses, events, trade fairs and incentive travel; to identify the predisposition to plan, prepare, execute and coordinate events, and to develop the competences required in this field.

The strength of the programme is its focus on the practical aspects of the events management profession, with the necessary theoretical knowledge in the areas of marketing communication, law and project management. It is developed in an accessible manner, with a wealth of examples, discussing all the issues necessary in the work of an event organiser step by step. Reliably prepared materials allow you to consolidate your knowledge and result in positive development results in the future. The content of the course takes into account the latest industry trends.

The varied subject matter, resulting from the multifaceted nature of the event organiser function, includes practical knowledge in areas such as: management, marketing, negotiation, budgeting, technical aspects of event organisation, script preparation, modern registration and management systems, legal foundations of event organisation, remote working software, social media, catering, conference venue auditing, volunteering and sponsorship, corporate social responsibility, building customer relations, interpersonal communication, self-presentation, professional integration, improving qualifications, organising one's own work, dealing with conflict situations, motivating oneself and others, adaptability to changing conditions, ethics in professional work.

TARGET GROUPS

Who is the course designed for?

The course is aimed at current and prospective staff and business owners in the MICE industry, employees of event agencies and subcontractors and related industries, including the tourism sector; those who want to retrain or start their own business, as well as corporate event staff and anyone passionate about organising events.

LEARNING OUTCOMES

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What will participants learn?

The course enables you to achieve the following learning outcomes in the areas of knowledge, skills and social competences.

Knowledge:

– knowledge and understanding of the general principles of the organisation and operation of the various companies involved in the MICE sector,

– knowledge and understanding of the aims and objectives of the Event Organiser Work Standard,

– knowledge and understanding of how to prepare briefs, offers and promotional campaigns in MICE companies,

– knowledge and understanding of the principles of event funding,

– knowledge and understanding of business customer service standards,

– knowledge and understanding of the general principles of organising congresses and conferences, including the creation of scenarios, budgets and work schedules, taking into account all key elements,

– knowledge and understanding of the international aspect of the MICE environment and of global trends in the MICE sector,

– knowledge and understanding of the importance of the MICE sector in local and regional development.

Skills:

– ability to create, programme and organise events,

– ability to identify and analyse risk factors affecting the quality and safety of the event,

– the ability to identify and meet the needs of event stakeholders,

– the ability to use the knowledge acquired during the course to identify and solve problems arising in the course of professional tasks,

– the ability to use and adapt the tools learnt to carry out professional tasks,

– ability to operate basic equipment, participant management software, mobile applications and web-based platforms used in the organisation of events,

– the ability to work as part of a team; to take on different roles in the team and to solve problems related to the implementation of the event,

– ability to work with business customers,

– the ability to obtain data in order to carry out assigned tasks,

– ability to prioritise tasks in order of importance and to achieve the set objective,

– ability to self-develop and improve professional skills,

– ability to use available information techniques,

– the ability to pass on the knowledge and skills acquired.

COURSE AND APPRENTICESHIP PROGRAMME FOR THE MICE SECTOR STAFF

LEARNING OUTCOMES

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Social competences:

– responsibility for organising their own work and that of their charges,

– readiness to communicate effectively and build professional relationships within the organisation and with the external environment,

– preparation for dealing with difficult and conflictual situations,

– willingness to improve qualifications,

– ability to collect, analyse and interpret information,

– the ability to motivate oneself and others,

– adaptability to changing conditions,

– self-presentation skills,

– orientation towards consideration of ethical aspects of professional work,

– capacity for professional integration.

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INTERACTIVE LECTURES

DURATION: 24 HOURS

4.1. Characteristics of the meetings industry

Duration: 8 hours

The module provides an introduction to the MICE segment. Participants will be introduced to the basic concepts operating in the industry. You will learn about the types of events, their structure, market share and the purpose of organising particular types of meetings. The stakeholders of the meetings market will be characterised. You will learn the role of national and international industry organisations and the distribution channels of events. You will learn about the professional tasks of those involved in organising an event. The conditions of the international congress market and the types and objectives of congresses will be presented. The congress search tools and the congress procurement process, the criteria for selecting a destination and the models and role of cooperation with suppliers and partners will be presented. The principles of congress organisation will be discussed, including the preparation stage, financing models and security provision.

Educational content:

- ▶ Types of events: definitions, structure, market:
  - ▷ meetings industry and business tourism.
  - ▷ congress,
  - ▷ conference
  - ▷ symposium
  - ▷ seminar,
  - ▷ general assembly,
  - ▷ conventions
  - ▷ fairs
  - ▷ exhibitions
  - ▷ shows,
  - ▷ corporate events,
  - ▷ corporate meetings,
  - ▷ corporate event
  - ▷ gala
  - ▷ board meeting,
  - ▷ convention,
  - ▷ government meetings,
  - ▷ incentive travel;
  - ▷ event objectives:

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- knowledge (congress, conference, training),
- product (trade fair, event, exhibition),
- motivation (incentive travel, gala).

▶ **Entities in the meetings industry segment:**

  ▷ principals:
  - government offices;
  - non-profit organisations;
  - corporations;

  ▷ promotion bureau:
  - Poland Convention Bureau;
  - City Convention Bureaux;
  - Destination Management Organization;

  ▷ intermediaries:
  - Professional Congress Organizer;
  - Destination Management Company;
  - Event Agencies;

  ▷ suppliers:
  - hotels;
  - catering companies;
  - multimedia providers;
  - transport companies;
  - graphic design agencies.

▶ **The international congress market - types, objectives of congresses.**

▶ **Congressional sourcing process:**

  ▷ the bidding process and its stages;

  ▷ the brief, the specification of essential conditions of the contract;

  ▷ first selection of potential partners - RFI (Request for Information) - scope of information to be provided that does not constitute company secrets, criteria for selection of the company for further proceedings (portfolio, project experience;

  ▷ looking for solutions to a specific business need - RFP (Request for Proposal - seeking ideas;

  ▷ presentation of the business objective, problem, challenge, expected outcome - non-binding nature of the RFP;

  ▷ defined specification - RFQ (Request for Quote) - detailed scope of work - binding nature of RFQ;

  ▷ presentation and site inspection;

  ▷ selection criteria.

▶ **Models of cooperation:**

  ▷ scientific community;

  ▷ PCO – Professional Congresses Organization;

  ▷ DMC – Destination Management Company;

  ▷ AMC – Association Management Company;

  ▷ CVB – Convention and Visitors Bureau).

▶ **Organisation of congresses:**

  ▷ stakeholders,

  ▷ scope of services

  ▷ funding models,

  ▷ congress secretariat,

  ▷ scenario,

  ▷ participant management,

  ▷ abstract management.

▶ **Congress organisation - risk management:**

  ▷ responsibility of the congress organiser;

  ▷ risk management:

   • identification of potential risks;

   • persons exposed to hazards;

   • hazard control;

   • emergency response scenarios;

  ▷ crisis management book:

   • list of possible cases;

   • list of contacts;

   • case scenarios - actions and reactions;

   • Development of procedures;

   • selection of crisis management team;

  ▷ monitoring compliance with safety requirements:

   • evacuation plans;

   • facility signage;

   • certificates and technical inspections;

   • fire-fighting equipment;

   • staff briefing;

   • facility security;

   • medical team.

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4.2. Trade fairs, exhibitions

Duration: 4 hours

The aim of the module is to familiarise the student with the contemporary exhibition market. The participant will learn about the conditions for organising trade fairs and exhibitions. The main current trends shaping the exhibition industry will be presented. The participant will learn how to organise and manage an event. They will learn about the scopes of tasks of the entities involved in the organisation of exhibitions. The characteristics of an event venue will be discussed in order for it to be considered attractive.

Educational content:

▶ Definitions, types and functions of exhibition events:

▷ Trade fairs, expositions, exhibitions;

▷ Trade (investment) fairs;

▷ Consumer (consumption) fairs;

▷ specialised trade fairs;

▷ multi-industry trade fairs

▷ company trade fairs;

▷ virtual trade fairs;

▷ functions of exhibition events:

• generating sales;

• promoting new products;

• maintaining/establishing contacts;

• exchanging ideas and information;

• stimulating tourism, internal trade and exports;

▷ benefits for visitors:

• bringing together a full range of goods and services under one roof;

• the opportunity to try a product before you buy it;

• the opportunity to obtain reliable information;

▷ benefits for exhibitors:

• building customer relationships;

• opportunity to increase turnover;

• lower customer acquisition cost compared to other forms of sales;

• increasing market presence;

• improved image;

• immediate feedback on your product or service;

• opportunity to analyse competitive offers;

▷ benefits for the destination:

• impact on the economy of the place;

- promotion of the place.

▶ **Objectives of participation in the fair:**

  ▷ Trade fairs and exhibitions as a place to sell products and services;

  ▷ Trade fairs and exhibitions as a place to promote and advertise products and services.

▶ **Trade fair organisers, exhibition centres, contractors, intermediaries:**

  ▷ organisation of trade fairs by public authorities;

  ▷ organisation of trade fairs by private entities;

  ▷ responsibilities of the trade fair organiser:

    - conducting marketing;
    - conducting sales;
    - conducting services;

  ▷ location of exhibition centres

  ▷ access to exhibition centres;

  ▷ supporting infrastructure:

    - hotels;
    - shops;
    - leisure facilities;
    - scientific and research institutions;

  ▷ the range of services provided by exhibition centres:

    - provision of adequate space;
    - access;
    - reception;
    - parking;
    - additional services - catering, first aid, security, cleaning, etc.;

  ▷ characteristics of other fair and exhibition venues:

    - airports;
    - stadiums
    - sports halls;
    - squares;
    - conference centres;
    - others;

  ▷ contractors in the exhibition market - scope of services:

    - preparation of the exhibition area
    - preparation of lighting
    - transport services; electrical services
    - rental, installation and dismantling of stands;
    - other services.

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▶ **Marketing in the exhibition industry:**

   ▷ researching demand for the exhibition;

   ▷ establishing guidelines for sales teams;

   ▷ setting promotional objectives;

   ▷ preparing the marketing campaign.

▶ **Sales in the exhibition industry:**

   ▷ ways of increasing non-ticket revenue.

▶ **Tasks of the service team:**

   ▷ venue booking;

   ▷ coordinating preparation for the event;

   ▷ liaising with exhibitors, service providers and visitors;

   ▷ responding to problems as they arise on an ongoing basis;

   ▷ overseeing the work involved in closing the exhibition.

▶ **Use of information technology in the organisation of exhibitions.**

▶ **The trade fair market in the country and worldwide, trends in the trade fair industry:**

   ▷ cities with the largest exhibition space;

   ▷ demand for exhibitions;

   ▷ Trends in the size of exhibitions;

   ▷ Specialisation of exhibition theme areas;

   ▷ restrictions on access to trade fairs for visitors;

   ▷ Polish exhibition market:

      • exhibition space rented

      • number of exhibitors;

      • number of visitors;

      • main trade fair organisers.

4.3. Incentive travel

Duration: 4 hours

The aim of the module is to familiarise the student with the topic of incentive travel. The participant will learn what the objectives of incentive travel are, what the essence of motivation is and what the effects of incentive events can be. He or she will learn about the tasks of the various entities involved in incentive travel events, with particular emphasis on the qualifications and competencies of service providers. Will become familiar with purchasing processes in corporations and sample programme packages. Will learn the principles of building an incentive travel programme. Will gain knowledge of new technologies used in the organisation of incentive travel. Will learn the principles of creating quests.

Educational content:

- ▶ **Incentive travel - definitions, objectives, participants:**
  - ▷ Incentive travel - leisure tourism or business tourism?
  - ▷ objectives of incentive travel:
    - • facilitating communication and integration;
    - • fostering company culture and social interaction;
    - • boosting employee enthusiasm before the next season;
    - • shaping employee loyalty to the company;
    - • immunizing against competition;
    - • inducing knowledge gain;
    - • building commitment to problem solving;
  - ▷ purchasers - the share of each sector in incentive travel spend;
  - ▷ intermediaries - providers of incentive travel services;
  - ▷ staff providing incentive services:
    - • competence of service providers;
    - • orientation towards creative and authorial action;
    - • functioning in a team;
  - ▷ the competence of service providers:
    - • knowledge of the service provider's area of operation;
    - • willingness to learn and explore;
    - • a belief in purposeful action;
    - • above-average communication skills;
    - • high level of physical and mental energy;
    - • openness to the needs of the consumer as an objective of all activities;
    - • organisational skills;
    - • ability to solve immediate problems;
    - • respect for different lifestyles and cultural values;
  - ▷ qualifications of service providers:
    - • education;

- knowledge of foreign languages;
- use of information technology;
- sum of experience, reading, erudition;

▷ the behaviour of service providers:
- courtesy;
- tact;
- friendly attitude towards the customer;
- friendly non-verbal behaviour;

▷ suppliers:
- hotels;
- transport;
- destinations.

▶ **Programme packages:**

▷ Cultural Incentives and Events;

▷ Treasure Incentives and Meetings

▷ Green Incentives and Meetings:
- agro incentives and events;
- folk incentives and events;
- eco incentives and meetings;
- adrenaline and adventure incentives and events;
- health incentives and meetings;

▷ Family Incentives and Meetings;

▷ Mentor Incentives and Meetings;

▷ Free Style Incentives and Meetings.

▶ **Essence of motivation, effects of motivational events:**

▷ physical motivation (relaxation, health, sport);

▷ cultural motivation (desire to learn about other cultures);

▷ interpersonal motivation (getting to know other people);

▷ status and prestige.

▶ **Corporate purchasing processes:**

▷ needs analysis;

▷ Definition of business objective;

▷ analysis of market suppliers;

▷ RFI - request for information;

▷ NDA - confidentiality agreement;

▷ RFP - request for solution;

- ▷ RFQ- request for proposal;
- ▷ RFI, RFP, RFQ - scope of information provided.

▶ **Incentive travel programme:**

- ▷ key questions in building the programme::
  - • Where is the area? (logistics of getting there and costs);
  - • Why is it worth going there? (image and stereotypes);
  - • What can you expect there? (attractions);
  - • Is the place completely safe? (in physical and mental terms);
  - • How much does it cost? (financially);
  - • How much work will it require? (effort);
  - • Will the environment accept such a decision? (acceptance and agreement);
- ▷ from idea to offer:
  - • encapsulating the idea in knowledge;
  - • ensuring internal consistency;
  - • embedding logistically in a specific area;
  - • placing in the right time;
  - • selecting the right people to implement;
- ▷ programme features:
  - • individualisation;
  - • uniqueness;
  - • programme attractiveness;
- ▷ analysis of client's business
- ▷ identification of a list of potential destinations;
- ▷ factors taken into account at the planning stage:
  - • budget;
  - • participant characteristics;
- ▷ team selection, division of tasks;
- ▷ features of the incentive trip:
  - • uniqueness;
  - • fantasy and unique experience;
  - • exclusivity;
  - • activity;
- ▷ selection of attractions
- ▷ development of a detailed schedule of the event;
- ▷ calculation of the event.

▶ **New technologies used in the organisation of incentive trips:**

- ▷ use of the Internet;

▷ online booking tools;

▷ event support applications.

▶ **Team-building, outdoor projects - the use of questing in the implementation of incentive and integration events:**

    ▷ Methodology for creating a quest:

- baseline resource inventory;
- mapping and first passage of the route;
- development of description, puzzles, tasks;
- development of information materials;
- maintenance of the questing trail;

    ▷ Elements of a well-designed quest:

- a good form of fun;
- challenge;
- solvability;
- interesting and intriguing area;
- interesting story;
- intriguing puzzles;
- well-hidden treasure;
- the result of the team's work;
- attractive every time;

    ▷ Example of an incentive event plan using questing.

▶ **Trends in the incentive market:**

    ▷ most frequently selected target countries;

    ▷ characteristics of the European market

    ▷ characteristics of the American market;

    ▷ new directions for incentive travel;

    ▷ perspectives for the development of incentive travel;

    ▷ participant profiles;

    ▷ combining incentives with other forms of events.

4.4. Event projects

Duration: 5 hours

The aim of the module is to provide knowledge and skills in event design. The participant will learn the principles of developing a creative concept, script and business plan. He/she will learn the standards for contracting an event facility and the principles of selecting service providers. He/she will acquire knowledge in working with the media, sponsors and patrons. Learn about the principles of business etiquette in event organisation. Will become familiar with event financing, budget preparation and implementation, and event billing.

Educational content:

▶ **Preparation and implementation - business plan, creative concept, script:**

▷ purpose/function of developing a business plan:

- defining the vision, purpose and benefits of the event;
- defining the direction of the event;
- securing the viability and sustainability of the event;
- costing;
- planning the necessary resources;
- identifying potential sources of funding;
- measuring the success of the event delivery;

▷ elements of the business plan:

- the vision and mission of the event;
- stakeholders - who are they, what can they achieve with the event, does the event fit in with their area of activity?
- past achievements and experience of the organisers;
- background of the event and overview of plans for the current year;
- SWOT analysis;
- key objectives and strategies for the current year;
- development plan;
- marketing and communication planning;
- organisational requirements - staff, equipment, services, venue etc.
- costing;
- sources of funding for the event;
- business management and control;
- risk management and contingency plans;
- solutions for the future;

▷ dividing the business plan into parts:

- executive summary (summary);
- background and history;
- overview of events;

- development plan;
- event requirements;
- marketing plan and communications;
- financial plan;
- management and business controls.

▶ **Contracting a congress/event facility:**

  ▷ conditions of cooperation;

  ▷ the scope of services offered by the facility;

  ▷ rules for the introduction of external service providers;

  ▷ conclusion of contracts;

  ▷ criteria for the selection of the facility:

  - location and accessibility
  - size and specification of rooms;
  - facility equipment;
  - services available;
  - Wi-Fi;
  - possibility to organise hybrid events;

  ▷ the most common mistakes in facility offers.

▶ **Selection of service providers.**

▶ **Communication with media, sponsors, patrons:**

  ▷ a sponsorship offer;

  ▷ an offer for the media;

  ▷ an offer for patrons.

▶ **Protocol in the organisation of events:**

  ▷ precedence;

  ▷ business etiquette.

▶ **Congress/event funding, budget preparation and implementation, settlement.**

4.5. **Trends in the meetings industry**

Duration: 3 hours

The aim of the module is to familiarise the student with selected trends and phenomena prevalent in the meetings industry. Particular emphasis will be placed on legacy impact - the interplay between the event and the venue. The participant will learn how an event can be integrated into the fabric of a city, linking it to benefits for the local community. He or she will also learn about the principles of organising virtual and hybrid events and selected technologies used for their implementation. Security and risk management issues and the MICE industry's code of ethics will also be discussed.

Educational content:

▶ **Sustainable meetings:**

  ▷ sustainable events - introduction, main points;

  ▷ GDS Index - a collaborative platform to promote the sustainability of meeting industry destinations;

▶ **Legacy impact:**

  ▷ transfer of knowledge and skills to developing countries;

  ▷ transfer of knowledge and skills to disadvantaged groups;

  ▷ educational activities at the destination;

  ▷ supporting or empowering young intellectual and social leaders;

  ▷ facilitating the participation and active involvement of delegates from developing countries, in particularly disadvantaged groups;

  ▷ raising public awareness or introducing beneficial solutions in environmental, health or social areas;

  ▷ creating environmental awareness;

  ▷ long-term support programmes at the venue (philanthropy, investments, scholarships);

▶ **Safety:**

  ▷ health&safety protocols;

  ▷ risk management;

▶ **Hybrid, virtual events:**

  ▷ definitions and types;

  ▷ platforms for the delivery of virtual events;

  ▷ implementation of virtual/hybrid events:

    • scenario;

    • multimedia content;

    • personal data processing;

    • copyright law;

PROGRAMME OF LECTURES

▶ **Code of ethics in the MICE industry:**

▷ protecting company secrets and intellectual property;

▷ the employment and remuneration of employees in accordance with applicable laws; and

▷ fair competition and combating corruption;

▷ prohibiting offensive or damaging content or discriminatory or violent behaviour at events; and paying subcontractors on time.

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WORKSHOPS

DURATION: 12 HOURS

5.1. Characteristics of the meetings industry

Duration: 3 hours

The aim of the workshop is to provide the student with the skills to effectively search for congresses and conferences using online sources, develop a script for a conference event and create a budget for a conference event according to the principles learned. The activities of script creation and budget planning will be conducted using the project method. Before starting the workshop, the student should familiarise themselves with the lecture materials and prepare the information necessary for effective project work.

Educational content:

▶ **Use of online sources in congress and conference searches:**

  ▷ TED (Tenders Electronic Daily);

  ▷ Public procurement advertising websites;

  ▷ commercial portals collecting information on public procurement;

  ▷ ICCA (International Congress & Convention Association) database;

  ▷ websites of event agencies and the PCO (Professional Congresses Organisation).

▶ **Creating a script for a conference event:**

  ▷ creative concept;

  ▷ definition of audience;

  ▷ programme and timetable of activities;

  ▷ facility and suppliers;

  ▷ communication;

  ▷ risk management.

▶ **Creating a budget for a conference event:**

  ▷ estimated costs;

  ▷ estimated revenues;

  ▷ registration fees.

WORKSHOPS

5.2. Incentive travel

Duration: 3 hours

The aim of the workshop is to give the student the skills to create a quest. The activities will take the form of a team-building game. Prior to the workshop, the participant should become familiar with the lecture material on questing and independently prepare the information necessary for effective group work according to the assigned tasks.

Educational content:

▶ Creating a quest for a selected location:

▷ baseline resource inventory;

▷ mapping and first passage of the route;

▷ development of the description;

▷ development of puzzles;

▷ development of tasks

▷ development of information materials;

▷ maintenance of the questing trail.

5.3. Event projects

Duration: 3 hours

The aim of the workshop is to give the student the skills to create an event brief and find event locations. The workshop will take the form of a group project and individual exercises. Prior to the workshop, the student should familiarise themselves with the lecture material on these issues.

Educational content:

▶ **Creating an event brief:**

  ▷ basic information about the event;

  ▷ description of the group of participants

  ▷ intended purpose;

  ▷ programme;

  ▷ standard of benefits;

  ▷ budget;

  ▷ additional information: branding, method of communication with participants, suggestions, expectations, special requests, etc.

▶ **Use of online sources in finding event locations.**

5.4. **Trends in the meetings industry**

Duration: 3 hours

The aim of the workshop is to give the student the skills to find and create legacy impact projects and to develop a technical scenario for a virtual event based on the principles learned. The workshop will take the form of individual exercises and a group project. Prior to the workshop, the student should familiarise themselves with the lecture material on these topics.

Educational content:

▶ Researching and creating legacy impact projects.

▶ Creation of a technical scenario for a virtual event.

6.1. Forms and teaching methods for effective implementation of the programme

The course programme comprises 36 teaching hours (45 minutes each) in the form of interactive lectures and workshops. The use, in both forms, of multimedia techniques and activation methods is recommended.

Modern information and communication technologies allow for a condensed and integrated, yet attractive and easy-to-read message.

When using multimedia techniques, it is worth bearing in mind the characteristics of a good presentation:

◇ uniform graphic design

◇ moderate amount of information per slide

◇ correctly and interestingly edited text

◇ appropriately selected font parameters

◇ colour and type of background ensuring readability of slides

◇ moderate use of animation

◇ number of slides adapted to the amount of material

◇ appropriate speed of slides

◇ attractiveness of the message

Activation methods are a way for both the trainer and the training group to learn by doing and experiencing.

◇ The lecturer/trainer acts as a guide steering the participant's discovery of knowledge.

◇ The emphasis is on the learner and his/her competence development.

◇ The learner is an active subject acquiring knowledge through his/her own experiences and explorations.

◇ The trainer supports the learner by creating conditions for gaining experience and involvement as well as for his/her own reflections.

Activity-based methods can be used during the entire training unit orin a selected phase of the lesson.

ADDITIONAL INFORMATION

Interactive lectures, in addition to the traditional lecturer-led narrative, include tasks for participants to check their understanding of the material and to process it in order to build on the new knowledge already acquired.

These may include, for example:

◇ questions about what the audience already knows about the topic, or how what they have just learned relates to the previous topic;

◇ collecting ideas in the form of a questionnaire;

◇ asking the audience to illustrate something with a diagram;

◇ One-minute note-taking - instruction to write down the most important information from the lecture in 1 minute;

◇ Think-Pair-Share - work in pairs where the audience is asked to discuss a topic or problem;

◇ Instructions for interpreting a diagram or chart that is shown in a presentation;

◇ Instructions to propose a solution to a problem or to predict the consequences of an action.

A characteristic feature of interactive lectures is the use of 'triggers' to capture the attention of the audience. These can include visuals, photographs, props, suggestive text passages or short films.

Lecture activation methods are designed not only to keep the audience's attention and involvement, but also to support the development of skills such as creative and critical thinking, analysis, synthesis or evaluation. These methods can also play an informative role - indicating to the lecturer to what extent the participants understand the material presented and what still needs to be repeated.

Activation methods encompass a wide range of possibilities, and the choice of a particular method of teaching should depend on the expected outcomes.[1]

◇ **Critical thinking skills** are developed through problem-based methods, which enable analysis, explanation, evaluation, comparison and inference. It is useful to use a variety of information sources, e.g. films, photos, drawings, Internet, figures. Examples of methods are: brainstorming, observation, panel discussion, problem method, case study.

◇ **An increase in the emotional involvement** of participants is developed by expressive and impressionistic methods, focused on emotions and experiences connected with the performance of specific tasks. Examples of methods are: simulations, drama, brain map, project method.

◇ **The ability to make independent decisions** is developed by graphic recording methods, in which decision-making processes are represented in a drawing. Examples of methods: decision tree, fish skeleton, mental map, snowball, association map.

Through the use of the project method, the implementation of tasks allows the participant to develop a number of important contemporary social skills and competences, such as: **using different sources of information and assessing their reliability, cooperation in a group, communication skills, self-assessment, work organisation and managing the work of others.**

Team-building games are also worth using. This is a group of strategies that serve **to strengthen the team and improve its functioning both task-wise and socially.** Team building improves the efficiency of task performance, equips participants with the ability to properly divide roles and tasks, teaches joint problem solving and optimal decision-making, as well as developing soft competencies.

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[1] compare Krzyżewska J. - "Aktywizujące metody i techniki w edukacji", Wydawnictwo J. Krzyżewska, Suwałki 2000; Rau K., Ziętkiewicz E. "Jak aktywizować uczniów", Oficyna Wydawnicza, Poznań 2000.

ADDITIONAL INFORMATION

6.2. Timetable

It is suggested that the course programme be delivered over 5 days, in 2-hour teaching modules (i.e. 1.5 clock hours), with breaks of 10 minutes between modules and an extended lunch break for classes lasting 8 hours per day.

Day 1	
Interactive lectures: characteristics of the meetings industry 8 didactic hours:	
9.00 - 10.30	Blok 1-2
10.40 - 12.10	Blok 3-4
12.20 - 13.50	Blok 5-6
13.50 - 14.40	Przerwa na lunch
14.40 - 16.10	Blok 7-8
Day 2	
Interactive lectures: Trade fairs, exhibitions 4 hours	
9.00 - 10.30	Blok 1-2
10.40 - 12.10	Blok 3-4
12.10 - 13.00	Przerwa na lunch
Interactive lectures: Incentive travel 4 hours	
13.00 - 14.30	Blok 1-2
14.40 - 16.10	Blok 3-4
Day 3	
Interactive lectures: event projects 5 hours	
9.00 - 10.30	Blok 1-2
10.40 - 12.55	Blok 3-5
12.55 - 13.45	Przerwa na lunch
Interactive lectures: Trends in the meetings industry 3 hours	
13.45 - 16.00	Blok 1-3
Day 4	
Workshop: Characteristics of the meetings industry 3 hours	
9.00 - 11.15	Blok 1-3
Workshop: Incentive travel 3 hours	
11.30 - 13.45	Blok 1-3
Day 5	
Workshop: Event projects 3 hours	
9.00 - 11.15	Blok 1-3
Workshop: Trends in the meetings industry 3 hours	
11.30 - 13.45	Blok 1-3

6.3. **Lesson plan**

A factual and well-structured lesson plan (handout) allows the transfer of knowledge and skills to be structured, given a specific direction and possible gaps to be defined. This enhances both the lecturer's/trainer's own knowledge and methodological preparation. The handout makes it possible to prepare the course reliably and to conduct it efficiently.
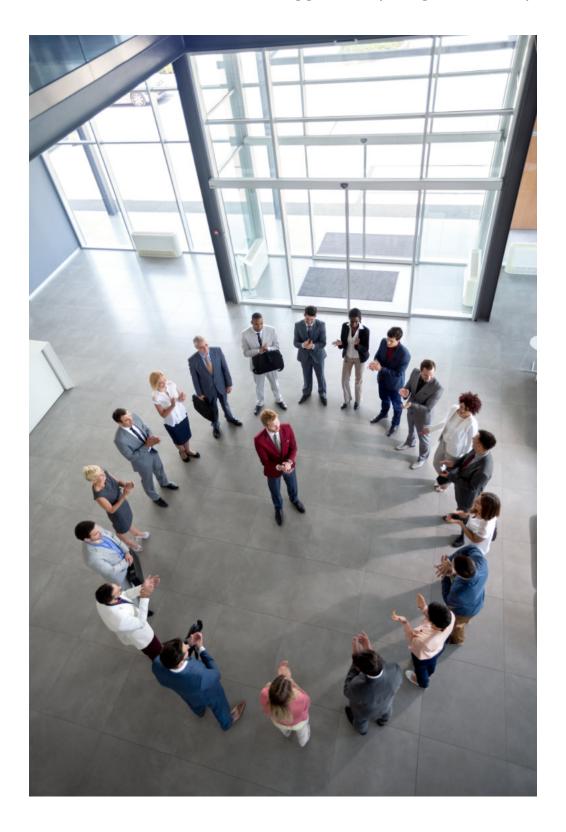
Diagram of a lesson plan:

Date (as per course schedule):	
Lecturer:	
Course/module topic (as per course schedule):	
Organisational format (interactive lecture / workshop):	
Duration (number of hours):	
Overall objective (intended, planned, final result of the learning activities undertaken, referring to the whole course):	
Specific objectives (describe the learning outcomes in terms of knowledge, skills and social competences that the instructor wants to achieve as a result of the course/module):	
Methods to achieve the objectives (e.g. lecture, description, talk, brainstorming, panel discussion, case analysis, project method, individual/group exercises, demonstration, simulation, etc.):	
Teaching resources (e.g. multimedia equipment, interactive whiteboard, flipchart, charts, posters, etc.):	
Course of the lesson:	• welcome, introduction of self; • presentation of the aim of the course and the learning outcomes; • interactive lecture: presentation of the presentation combined with discussion and tasks for the audience; • Workshop: discussion of the principles of performing exercises (individual or group) - preparation of instructions for tasks, presentation and discussion of performed tasks.
Assignment of tasks for independent work.	
Questions and answers.	
Summary, discussion of the achieved objectives.	
Acknowledgement of participants for their involvement and request to evaluate the activities (anonymous).	

ADDITIONAL INFORMATION 　　28

6.4. **Methods to check achievement of learning outcomes:**

▶ Interactive lectures: knowledge test, observation of activity and participation in discussion.

▶ Workshops: observation of individual and group exercises, evaluation of group projects, observation of involvement in team-building games and questing, evaluation of questing.

Duration: 150 teaching hours

LEARNING OBJECTIVES

Why is it worthwhile?

Job placement as a form of on-the-job training is one of the main instruments of professional activation. It is primarily aimed at people who have completed their education and want to take up their first job in a learned profession. But not only to this group - it is possible to apply for an apprenticeship at any time, even many years after graduation, which is usually combined with a change of job.

The aim of the MICE work placement is to prepare participants for entry into the labour market by reinforcing the practical elements of the Event Organiser course, including the expansion of knowledge, verification of practical skills and social competences, and the acquisition of work experience.

Participation in the internships will allow participants to acquire important social skills and competences, above all the use of the tools learnt in professional tasks, the use of questing or conducting a self-diagnosis of their soft skills.

The internship programme is designed for companies in the broader MICE industry, including event agencies, subcontractors, tourism sector organisations and others interested in developing staff for the meetings industry.

LEARNING OUTCOMES

What will trainees learn?

The apprenticeship enables the achievement of the following learning outcomes in the area of knowledge, skills and social competences.

Knowledge:

- knows the reality of the activities of the entity in which he/she is undertaking his/her internship;
- knows and understands the economic, legal and other conditions of the professional activities undertaken;
- knows and understands the basic concepts and principles of intellectual property protection and health and safety;

Skills:

- is able to use his/her knowledge to solve emerging professional problems;
- is able to work in a team,
- is able to communicate using specialist terminology and take part in discussions;
- is able to work in a team, to communicate using specialist terminology and to take part in discussions; shows self-reliance in the performance of assigned duties;

Social competences:

- demonstrates a creative attitude towards the tasks set before him/her;
- is ready to fulfil his/her professional role responsibly, taking into account respect for professional ethics;
- is ready to think and act entrepreneurially;
- is prepared to deal with difficult and conflictual situations; - is prepared to work in an entrepreneurial manner,
- is ready to improve his/her qualifications,
- is able to adapt to changing conditions,
- has the ability of self-presentation.

PROGRAMME OF APPRENTICESHIP 32

3.1. Part 1

Duration: 30 hours

Educational content:

▶ **Familiarisation with the organisation, activities and workflow of the company where the internship takes place:**

  ▷ presentation of the company's organisational structure;

  ▷ presentation of the company's business profile;

  ▷ discussing the work regulations

  ▷ discussing the different jobs

  ▷ discussing the company's documentation and information flows

  ▷ discussing a typical working day.

▶ **Familiarisation with the marketing and development plans of the company where the internship takes place.**

▶ **Applying the knowledge acquired during the course on:**

  ▷ the organisation of events, including the principles for selecting and locating events and methods of communicating events;

  ▷ A typology of congresses, their objectives and venues;

  ▷ The stakeholders in the meetings market;

  ▷ Typology and objectives of incentive events;

  ▷ principles of staff and guest services

  ▷ Risk management methods;

  ▷ Forms of event funding;

  ▷ methods and techniques for promoting and selling incentive events;

  ▷ industry trends.

▶ **To acquire practical skills and social competences regarding:**

  ▷ event planning skills in organisational, technological and technical terms;

  ▷ handling event participants;

  ▷ developing a creative concept and scenario for the event

  ▷ use of congress search tools and sourcing processes;

  ▷ development of a congress offer;

  ▷ planning and building incentive events programmes for different customer segments;

  ▷ event risk management

  ▷ solving problem situations;

  ▷ act in an entrepreneurial and creative manner;

  ▷ carrying out self-diagnosis of one's social competences;

  ▷ self-improvement and improvement of professional qualifications.

PROGRAMME OF APPRENTICESHIP · 33

3.2. Part 2

Duration: 30 hours

Educational content:

▶ **Familiarisation with the types of events organised by the company and their specificities:**

  ▷ congresses;
  ▷ conferences;
  ▷ company anniversaries;
  ▷ corporate events
  ▷ product presentations
  ▷ festivals
  ▷ concerts
  ▷ galas;
  ▷ shows
  ▷ exhibitions;
  ▷ community projects.

▶ **To learn about the responsibilities and specifics of working as an event organiser:**

  ▷ identifying customer needs;
  ▷ communication with the customer;
  ▷ Financial management and budgeting;
  ▷ selecting a location according to the client's requirements and the format of the event;
  ▷ preparation of necessary documentation - design and plan of the event, cost estimates, formal documentation - event regulations, safety guidelines;
  ▷ coordination of the work of the entities participating in the event - hotel, transport, catering, etc;
  ▷ participating in the planning, organisation and implementation of the event;
  ▷ keeping accounts with the client;
  ▷ responding to crisis and conflict situations.

▶ **Familiarise yourself with the principles of business customer service:**

  ▷ business customer service according to the standards in force at the place of internship;
  ▷ familiarisation with the technologies used to contact the customer;
  ▷ conducting online meetings;
  ▷ liaising with other departments;
  ▷ reporting on your performance.

▶ **Practical learning about how to organise events.**

3.3. Part 3

Duration: 30 hours

Educational content:

▶ **Study visit to a congress/fair facility:**

▷ A presentation of the various rooms and spaces in the facility - discussing their functionality in terms of hosting events;

▷ additional services and rooms:

• technical and storage facilities;

• catering facilities;

• commercial facilities;

• VIP area;

• simultaneous interpretation room;

▷ tasks carried out by the congress/trade fair facility;

▷ challenges of congress/trade fair facility management;

▷ exchange and presentation of good practices.

▶ **Practical learning of the principles of conference/fair centre organisation:**

▷ getting to know the organisational structure of the facility;

▷ understanding the scope of the tasks of the different departments;

▷ learning about the principles of cooperation between the various departments.

▶ **Participation in the implementation of the event:**

▷ dividing up and discussing the tasks of the participants;

▷ ensuring safety during the event;

▷ supervising the implementation of the schedule;

▷ technical and stage supervision;

▷ safety rules;

▷ responding to unscheduled events.

PROGRAMME OF APPRENTICESHIP

3.4. Part 4

Duration: 30 hours

Educational content:

▶ **Acquisition of skills in day-to-day marketing activities:**

  ▷ creation of offers

  ▷ cooperation with partners, suppliers, media;

  ▷ preparation of promotional campaigns

  ▷ preparation of advertising materials.

▶ **To consolidate knowledge of organising business events with corporate social responsibility in mind:**

  ▷ familiarisation with the idea of Corporate Social Responsibility (CSR) in the MICE industry;

  ▷ to participate in projects enriched with actions implementing the assumptions of CSR;

  ▷ to learn about the principles of linking CSR with the company's business objectives;

  ▷ learning about the impact of CSR on the management of employees.

▶ **Development of scenarios and budgets for the event:**

  ▷ development of the event concept;

  ▷ developing the overall schedule of the event;

  ▷ developing a detailed description of the event;

  ▷ elaboration of detailed responsibilities of individual persons/teams;

  ▷ developing a description of the operational activities;

  ▷ developing a detailed (timed) schedule for the event;

  ▷ developing a strategy for event communication, promotion and publicity;

  ▷ implementing security procedures;

  ▷ drawing up further necessary documentation (regulations, instructions, contracts);

  ▷ developing a cost estimate for the event;

  ▷ control of funds spent;

  ▷ making adjustments to the scenario and cost estimate.

▶ **Acquire the ability to apply legislation and codes of ethics related to the organisation of events:**

  ▷ learning about the formal and legal requirements associated with organising an event;

  ▷ learning about the ethical standards associated with working in the meetings industry.

3.5. **Part 5**

Duration: 30 hours

Educational content:

▶ Practical learning about the issues involved in creating and using databases of event participants, event venues and other business service providers:

  ▷ learning about IT tools designed to collect contacts of clients, contractors, event participants, etc;

  ▷ to learn about the use of personal databases in accordance with legal requirements.

▶ Acquire the skills to operate equipment and online platforms used in the preparation and delivery of a business event:

  ▷ participant management programmes

  ▷ mobile applications;

  ▷ 2D and 3D web platforms for virtual and hybrid events.

▶ Development of event briefs and technical scenarios.

ADDITIONAL INFORMATION

Tasks should be allocated to the trainee on an ongoing basis, depending on the needs of the department (team) in the company where the trainee is doing his/her traineeship. These tasks should coincide with the learning outcomes planned in the programme. The internship should be organised in such a way as to enable the participants to apply and deepen their acquired knowledge and professional skills in real working conditions. Internship activities should be conducted individually, under the direct supervision of a supervisor - a company employee.

It is recommended that the participant maintains a diary during the internship, documenting the course of work in these and confirming with the supervisor the completion of assigned duties.

The recommended didactic methods due to the specific nature of the internship are practical exercises and the problem method. Before the participant performs the tasks, the internship supervisor should give instructions and pay particular attention to the absolute observance of health and safety regulations.

The achievement of the expected learning outcomes is assessed by the internship supervisor on the basis of observations of the activities performed by the intern while performing the tasks and the internship logbook. The supervisor verifies the intern's achievement of the learning outcomes indicated in the programme. In addition, the following assessment criteria are recommended:

- ◇ discipline,
- ◇ punctuality,
- ◇ working autonomously,
- ◇ creativity,
- ◇ quality of work performed,
- ◇ ethical behaviour,
- ◇ compliance with applicable legislation, including copyright and health and safety legislation.