

6.

Course title	Meetings and Event Planning				
Course code	OFMA104				
Course type	Theoretical and Practical				
Level	Diploma				
Year / Semester	2 <sup>nd</sup> Year / 1 <sup>st</sup> Semester				
Teacher's name	Constantinos Nicolaou, Sophia Pratzioti				
ECTS	10	Lectures /week	3	Laboratories / week	3
Course purpose and objectives	The purpose of this course is to help the students to build a professional profile and strengthen important skills, such as skills related to carrying out <b>effective presentations</b> . In particular, the objectives of this course are to train students to create effective electronic presentations, and to introduce, describe, explain and analyse the processes of <b>organising business meetings and events</b> .				
Learning outcomes	<p>Upon the completion of the course, students are expected to:</p> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• <b>Understand</b> the steps and processes involved with organising a business meeting</li> <li>• <b>Comprehend</b> a basic event plan, taking into consideration all the relevant parameters.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Be in a position to <b>develop, format, and alter</b> electronic presentations using various design tools, effects, pictures, graphs, graphic tools etc.</li> </ul> <p><b>Competences:</b></p> <ul style="list-style-type: none"> <li>• Be able to <b>select</b> the event type that best suits specific preferences, goals and circumstances.</li> </ul>				
Prerequisites			Required		
Course content	<p><b>I Meeting and Events Planning</b></p> <ul style="list-style-type: none"> <li>• The process of organising a business meeting and planning</li> <li>• Practice, professionalism, organisation and timing</li> </ul>				

	<ul style="list-style-type: none"> <li>• Categories of business visitors</li> <li>• Categories of business visitors</li> <li>• Reception</li> <li>• Types of events</li> <li>• Analysis of the negative and positive parameters that can affect an event / organisation and results</li> <li>• How to develop a basic event plan taking into account all the relevant parameters.</li> </ul> <p><b>II Presentations</b></p> <ul style="list-style-type: none"> <li>• Application usage: Work with presentations, improve productivity</li> <li>• Developing a Presentation: Presentation display methods, slides, master slide</li> <li>• Text: Text manipulation, formatting, lists, tables</li> <li>• Diagrams: Use of diagrams, organisational charts</li> <li>• Graphical Objects: Introduction - manipulation, design</li> <li>• Preparation of Results: Preparation, checking and presentation, configuration, checking and printing</li> </ul>
<p><b>Teaching methodology</b></p>	<p>The method of teaching includes lectures, study of related materials, group or individual practical exercises. The lesson also includes software demonstration combined with practical exercises in the computer lab in the context of developing electronic presentations.</p>
<p><b>Bibliography</b></p>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Βασιλειάδης Χ. Α. (2014). Διαχείριση μάρκετινγκ γεγονότων και εκδηλώσεων: Event marketing management. [<i>Event Marketing Management</i>]. Εκδόσεις Πανεπιστημίου Μακεδονίας. ISBN: 9789608396852.</li> <li>• Προδρομή, Α., Ηλία, Μ. (2019). <i>ECDL: Παρουσιάσεις Presentations</i>. Negresco Ltd. ISBN: 978-9963-2079-6-4</li> <li>• Χρήστου, Χ. (2018). <i>Το ολοκληρωμένο βιβλίο διδασκαλίας ECDL : The complete teaching coursebook/Using databases, Presentation &amp; Project planning</i>. EduCYBER CC Co Ltd. ISBN: 9789925746620</li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>• Haynes, M., E. (2009). Meeting Skills for Leaders: Make Meetings More Productive. 4<sup>th</sup> Edition. Rochester, N.Y.: Axzo Press. EBSCO Host. ISBN: 9781426018558</li> <li>• Boon, A. (2018). <i>The Meeting</i>. Halico. EBSCO Host. ISBN: 9784909730039</li> </ul>

	<ul style="list-style-type: none"> <li>Slater, R. (2012). <i>The Guide to Event Management: A Guide to Setting Up, Planning and Managing an Event Successfully</i>. Luton: Andrews UK. EBSCO Host. ISBN: 9781781662229</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Attendance and participation: 10%</li> <li>Written assignment for the thematic aspect “Meeting and Events Planning” 10%</li> <li>Practical exercises for the thematic aspect “Presentations” 10%</li> <li>Final practical examination for the teaching aspect “Presentations” 30%</li> <li>Final combined project for both the thematic aspects 40%</li> </ul>
<b>Language</b>	Greek or English