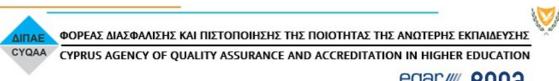
6.

Course title	Meetings and Event Planning						
Course code	OFMA104						
Course type	Theoretical and Practical						
Level	Diploma						
Year / Semester	2 nd Year / 1 st Semester						
Teacher's name	Constantinos Nicolaou, Sophia Pratzioti						
ECTS	10	Lectures /week	3	Laboratori week	ies /	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 effective presentations . 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 organising business meetings and events .						
Learning outcomes	 Upon the completion of the course, students are expected to: Knowledge: Understand the steps and processes involved with organising a business meeting Comprehend a basic event plan, taking into consideration all the relevant parameters. Skills Be in a position to develop, format, and alter electronic presentations using various design tools, effects, pictures, graphs, graphic tools etc. Competences: Be able to select the event type that best suits specific preferences, goals and circumstances. 						
Prerequisites			Require	d			
Course content	 I Meeting and Events Planning The process of organising a business meeting and planning Practice, professionalism, organisation and timing 						



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	Categories of business visitors				
	 Categories of business visitors Reception 				
	Types of events				
	 Analysis of the negative and positive parameters that can affect an event organisation and results 				
	How to develop a basic event plan taking into account all the relevant				
	parameters.				
	II Presentations				
	 Application usage: Work with presentations, improve productivity Developing a Presentation: Presentation display methods, slides, master slide Text: Text manipulation, formatting, lists, tables Diagrams: Use of diagrams, organisational charts Graphical Objects: Introduction - manipulation, design Preparation of Results: Preparation, checking and presentation, 				
	configuration, checking and printing				
Teaching methodology	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.				
	Greek Bibliography				
Bibliography	 Βασιλειάδης Χ. Α. (2014). Διαχείριση μάρκετινγκ γεγονότων και εκδηλώσεων: Event marketing management. [Event Marketing Management]. Εκδόσεις Πανεπιστημίου Μακεδονίας. ISBN: 9789608396852. Προδρομή, Α., Ηλία, Μ. (2019). ECDL: Παρουσιάσεις Presentations. Negresco Ltd. ISBN: 978-9963-2079-6-4 Χρήστου, Χ. (2018). Το ολοκληρωμένο βιβλίο διδασκαλίας ECDL: The complete teaching coursebook/Using databases, Presentation & Project 				
	planning. EduCYBER CC Co Ltd. ISBN: 9789925746620 English Bibliography				
	 Haynes, M., E. (2009). Meeting Skills for Leaders: Make Meetings More Productive. 4th Edition. Rochester, N.Y.: Axzo Press. EBSCO Host. ISBN: 9781426018558 				
	Boon, A. (2018). <i>The Meeting</i> . Halico. EBSCO Host. ISBN: 9784909730039				



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ





	 Slater, R. (2012). The Guide to Event Management: A Guide to Planning and Managing an Event Successfully. Luton: Andrev Host. ISBN: 9781781662229 	.	
	Attendance and participation:	10%	
Assessment	Written assignment for the thematic aspect "Meeting and Even	ents Planning" 10%	
	 Practical exercises for the thematic aspect "Presentations" 	10%	
	 Final practical examination for the teaching aspect "Presentations" 		
		30%	
	 Final combined project for both the thematic aspects 	40%	
Language	Greek or English		