**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

**Written by: Dr Razaq Raj and Dr Tahir Rashid**

**Chapter 17**

**Expos, Conferences and Conventions**

**Chapter Overview**

This chapter discusses the concept of expos, conferences and conventions. The expos, conferences and conventions market is multi-layered and fragmented, with many different business stakeholders: event managers, conference venues and centres, museums, hotels, destination management companies, travel agents, events planners, exhibitions and convention organisers, etc. The expos, conferences and conventions industry generates income for stakeholders and develops long-term strategic economic advantages for cities and regions. Expos, conferences, and conventions promote the destination and attract international meetings, incentives, conferences and exhibitions that can help expand economic development, jobs and knowledge creation in the host country. The case studies in this chapter explore the expos, conferences and conventions market and the positive contribution that these exhibitions, conventions and meetings play in developing major regions around the world.

**Exercises and activities**

**Tips for Tutor**

1. **Before the class, ask each student to read the following sections from chapter 17.**
* Expos, Conferences and Conventions;
* Development and Growth of Conference Industry
* UK Conference and Convention Industry
* Conference and event budgeting

**Tips for Tutor**

It is best to begin the class by highlighting to students the key concept of expos, conferences and conventions.

Discuss with students’ a key component of expos, conferences and conventions industry help to generate income for stakeholders and develop long-term strategic economic advantages for cities and regions?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and asking them to watch and read the material for classroom discussion.

**Internet resources**

* [**https://www.youtube.com/watch?v=VXriXU26V0M&t=1s**](https://www.youtube.com/watch?v=VXriXU26V0M&t=1s)

**How Dubai Expo 2020 Will Impact the Tourism & Hospitality Industry?**

Expo 2020 is going to be a significant event with more than 133 countries participating from all over the world.

Dubai is expecting around 25 million visitors in 2020 (higher than the population of Shanghai - the 8th most populous city of the world). Reports depict that Dubai's goal is to target over 20 million tourists yearly after 2020, pushing the industry to new heights.

Dubai Tourism department has announced that hotels in Dubai are all set to grow by 11% in the next two years.

For hosting all its potential tourists, Dubai has doubled its hotel inventory - now over 164,000 new hotel and serviced apartment rooms will be set up by 2020.

Dubai is all set to invest more than 8 billion US dollars in improving infrastructure and connectivity to host Expo 2020. Dubai International Airport is the busiest airport in the world, leading the airline industry to be an essential contributor to the economy of the UAE, accounting for 15% of the national GDP which is further expected to experience a significant rise in business during the World Expo.

The massive participation in Expo 2020 will profoundly impact the hospitality and related industries in Dubai. Now is the best time to start a business in this sector. We at Commitbiz can help you establish your business from scratch.

* [**https://www.youtube.com/watch?v=IrEkTn45wQc&t=8s**](https://www.youtube.com/watch?v=IrEkTn45wQc&t=8s)

**The Expo at World Market Center?**

Ribbon-cutting for official opening of The Expo at World Market Center Las Vegas, a new 315,000-square-foot exhibition venue opening in downtown Las Vegas.

* [**https://www.youtube.com/watch?v=yz9vpyFYHl4&t=13s**](https://www.youtube.com/watch?v=yz9vpyFYHl4&t=13s)

**Putting Toronto on the world map: World Expo 2025?**

The importance of the World Expo and the planning to bring it to Toronto in 2025 Councillor Kristyn Wong-Tam has an extensive career investing in the City of Toronto through both the public and private sectors. Her contributions have led to the development and support of numerous social planning programs, business ventures, art endeavours and successful community initiatives. Prior to being elected to City Council in 2010, Councillor Wong-Tam was an accomplished real estate professional and supporter of the arts**.**

* [**https://www.youtube.com/watch?v=TlkTst6Kp3U&t=31s**](https://www.youtube.com/watch?v=TlkTst6Kp3U&t=31s)

**Showtime – Expo 2015, Milan**

Monocle Films visits the national pavilions at the Universal Exposition – hosted this year by the city of Milan – to see how countries use this global stage to grow their businesses and brands.

**Tips for Tutor**

* 1. **Divide students into groups of four to five and instruct them to:**
* Read Case Study 17.1: The Harrogate Convention Centre
* Ask students to discuss the impact of the conference industry in the UK and challenges posed by COVID-19?
* Ask students To investigate the economic benefits to the cities and countries in which hosting world expos and international conventions?

**Case Study 17.1: The Harrogate Convention Centre**

The Harrogate convention centre attracts events to the city of Harrogate and local area which benefit around £55 million to £60 million to the local district through visitor spending and the creation of sustainable local jobs as well as enabling economic growth in the area.

The convention centre intends to increase visitors and grow the local economy through effective marketing and sales, working with local businesses to promote the district, recruiting and developing the best possible convention centre team and investing in convention centre facilities and local infrastructure.

Exhibitions contribute 52 per cent towards the revenue as a result of large exhibitions attracted to Harrogate for several years. Nevertheless, in the past four years the exhibition has reduced by 14 per cent. The association conferences for professional associations which this year included UK Kidney week , Wounds UK and the British Association of Sports and Exercise Scientists Conference. 2018/19 has been the best year in the past four years for this sector with an increase of 7 per cent compared to 2017/18 and up 13 per cent since 2015/16. Attracting overnight visitors, this is a lucrative sector for the town and the convention centre as these events book from two to six years in advance allowing future planning. In the longer term there is the potential for further growth in this sector if additional meetings and breakout spaces to meet the demands of many association organisers could be achieved.

The corporate events sector is the most volatile in that it is from 4 to 12 months short lead, sensitive to economic market conditions such as Brexit uncertainty and difficult to forecast. Forecast letting revenue is down 8 per cent compared to 2015/16 .

Trade exhibitions attract eight of the top 10 events and uncertainty following Brexit is putting these events under additional pressure as exhibitors come back to their discretionary spend, reducing the size of the exhibition stands or choosing not to attend. This meant greater pressure from exhibition organisations to maintain the current lettings’ rates or even re-negotiating contracts based on a reduction in letting space no longer required. Whilst trade exhibitions and corporate events are more susceptible to the economy, association conferences are less affected by market conditions

To counteract these economic pressures and ensure the future success of the venue the convention centre has developed a longer-term view investing in the venue and sales and marketing strategy, keeping a focus on bidding for and winning association conference businesses.

**Source:** Harrogate Convention Centre (**2018**)

**3.2** Using the case study as a learning tool, present the class to read case study 2: Top 10 Exhibition Venues in terms of size and divide students into small groups, ask them to critically discuss and evaluate the impact of the conference industry in the UK, compared to the USA market?

* Ask each group to put forward an argument that shows a consistent approach to the conference industry.
* Ask each group to identify and contrast the relationship between Expos, Conferences and Conventions?

**Case study 2: Top 10 Exhibition Venues in terms of size**

Trade shows and venues are a critical part of the events industry and although meetings and conferences have been organised formally or informally for thousands of years, exhibitions on the hand have short history. The great exhibition or “The exhibition of Works of Industry of all Nations” as it was also known took place in Hyde Park London in 1851 and is regarded as the ancestral beginning of the modern Expo. To host the great exhibition of 1851, a temporary structure was built called the Crystal Palace or the Great Shalimar, the venue itself becoming famous as the exhibition it hosted and was later rebuilt at a permanent site in London which was destroyed by a fire in 1936.

Today it is not a surprising that the biggest dedicated exhibition venues are located in the largest trading nations of the world including Germany, China and USA. However, it may come as a surprise that massively 70% of the top 10 venues by square metre size are in fact located in Europe- with Germany leading the way-and only two are in China and surprisingly only one in the USA. Table 17.2 below lists the top ten exhibition venues in the world in term of size.

**Table 17.2 Top ten exhibition venues in the world in term of size.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Exhibition Venue**  | **City**  | **Country** | **Size (square metres)** |
| Hannovnover Messegeland | Hanover | Germany  | 496,0000 |
| National exhibition and Convention Centre  | Shanghai  | China | 4000,000 |
| Frankfurt Main Messegelande | Franfurt  | Germany | 367,000 |
| Fiera Milano | Milan | Italy | 345,000 |
| China Import and Export Fair | Guangzhou | China | 340,000 |
| Koln Messegelande | Cologne | Germany | 284,000 |
| Dusseldorf Messegelande | Dusseldorf | Germany | 262,000 |
| Paris NordVillepinte | Paris | France | 242, 000 |
| McCormick Place | Chicago | USA | 241,000 |
| Fira Barcelona- Gran Via | Barcelonna | Spain | 240,000 |
| Exhibitions have a history dating from the mid-19th century in showcasing the human achievement in terms of science, engineering and on topics of interests which are powerful attractions for consumers as well as business. The above ten exhibition venues are iconic structures hosting millions of visitors and contributing economic benefits to the cities and countries in which they are located. |

**4. Discussions questions**

**Question 1**

Discuss and evaluate the impact of the conference industry in the UK, compared to the USA market?

**Question 2**

Investigate the role that Expos, Conferences and Conventions play in the host country economy?

**Question 3**

Discuss the impact of Covid 19 on the conference, exhibition and convention sectors.

**Question 4**

Evaluate the reasons why Germany is a leading country in hosting the biggest exhibitions in the world.