



Course Category	Events
Course Title	MORS - Event Specialist (Intermediate Level)
Course Code	EV007
Medium of Instruction	Chinese
Duration	45.0 hour(s)
Course Fee	Macao Resident: MOP4,500 Non-Macao Resident: MOP4,500
Certificate	Students who have passed both the written and practical examinations and attended no less than 70% of the class sessions will be issued a "MORS - Event Specialist (Intermediate Level)" certificate by UTM. The passing grade of each examination is 75.
Outline	<ul style="list-style-type: none">• Requirements for being an event specialist• Nature and concept of MICE• Major event stakeholders for service and management• Leading event associations• Definition and types of conference• Service providers• Conference event ideas• Conference room layout• Essential conference planning checklist• Glossary of trade shows terms• Feasibility analysis of a trade show• Trade show sales• Marketing ideas for trade shows• Trade show services• Concepts of festive events• Characteristics of top festivals and festival trends• Types of festive events• Process of planning a festive event• Festive event branding and design• Marketing ideas for festive events• Risk and crisis management• Financial management and follow-ups
Teacher	Please refer to the schedule