

Implementation plan Finished

Study unit	Developing Conference and Congress Services into an Experience (A9379), 10.0
Implementation	CCA1421: 2/2014-2015 (19.01.2015 - 25.05.2015)
Type	PRODUCER OF EVENT SERVICES (A878)
Groups	Primary: CCA14SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	10.12.2014 08:00 - 16.12.2014
Main timing for implementation	According to the project schedule
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Salomaa Marjaana (Teacher in charge), Meriläinen Kaija (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 1 cr Integration of R&D: 9 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	19.06.2015 Storing of graded material ends.: 31.12.2016
Exam days	
Having completed the study unit the student is able to	The student is able to • analyze the experience of a service from the viewpoint of a customer • plan and implement international customer-oriented conference and congress services • apply service design methods in the development towards peak experience • implement a service as a conceptualization process • analyze the value of an experience for the customer and the service provider
Previous studies	
Study material	For example: Rogers, T. 2013. Conferences and conventions : a global industry. Abingdon, Oxon : Routledge Lawson, F. 2000. Congress, convention and exhibition facilities : planning, design and management. Oxford : Architectural Press Appleby, P. 2005. Organising a conference : how to plan and run a successful and effective event. Oxford: How to books Van der Wagen, L. & White, L. 2010 Event management : for tourism, cultural, business, and sporting events. Australia : Pearson Education
Project (name)	International week 2015
R&D methods	Service Design
Work strain	100 hours conceptualisation 150 hours planning and establishing international week program 20 hours lectures and visits
Other arrangements	International week is at Leppävaara campus 4.-8.5.2015. The aim of the week is to offer students, staff and guests from partner universities an international and intercultural experience. Students plan and arrange programme (for example social events) for this week, so reserve the whole week for this course! The course schedule will be updated in January.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
26.01.2015	9.-15.00		Orientation to course and LbD. Conference concepts, Customers, finding customer point of view, multicultural		Kaija Meriläinen, Marjaana

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				events, Budget		Salomaa
02.02.2015			Understanding	Professional organisers: PCO:s, travel agencies. Agreements and reservations: venues, accommodation, transportation		Kaija Meriläinen, Marjaana Salomaa
09.02.2015			Understanding	International team / Sini Setälä and Hillevi Ukkola present at 10.00 to discuss about International week program. Conference program: scientific, exhibitions, work shops, week schedule, catering, social programme, pre-ja post tours		Kaija Meriläinen, Marjaana Salomaa
16.02.2015			Thinking	10.00 visitor Miikka Valo, VisitEspooMarketing and communication: speakers, invitations, registration, payments, visas		Kaija Meriläinen, Marjaana Salomaa
23.02.2015			Venue	Sightseen: 11.30 Railway station /Rautatientori / Mikonkatu charter bus stop opposite CasinoTour ends 13:30 Scandic Paasi hotel. Visit: Congress center Paasitorni 14-15.00		Kaija Meriläinen, Marjaana Salomaa
02.03.2015				Creating experience		
09.03.2015				No lectures		Kaija Meriläinen
16.03.2015			developing	Team guidance, follow up		
23.03.2015			selecting	Technical requirements, IT		
30.03.2015	10.00	15		Visit to Otaniemi: Lectures will be held in room 219Team guidance	219	
13.04.2015				Final check		
20.04.2015			Explaining	Final check		
27.04.2015				Final check		
04.05.2015			International week			
05.05.2015			International week			
06.05.2015			International week			
07.05.2015			International week			
08.05.2015			International week			
11.05.2015			Concepting	Team work: Concept		
18.05.2015				Concept presentations, self- and group evaluation		
25.05.2015						