

Conferences and events

The subject of conferences and events covers different types of meetings, from meetings with a few participants and smaller conferences to congresses and major events. Different target groups in the conference industry have varying expectations concerning the design of facilities and technical equipment, with regard to service, activities and other services.

Aim of the subject

Teaching in the subject of conferences and events should aim at helping students develop knowledge of the development of the conference industry, different facilities and environments, and the potential for adapting these to customer needs. Teaching should also help students develop the ability to plan and conduct different types of meetings. Teaching should also give students the opportunity to develop the ability to communicate with customers and guests so that meetings are professional and service-oriented. Students should also be given the opportunity to develop versatility and creativity so that activities and equipment can be adapted to customer requirements and financial conditions.

Teaching should give students the opportunity to develop knowledge about handling and troubleshooting technical equipment in the area. It should help students develop knowledge about agreements, laws and other regulations in the area, and about the work environment, safety and sustainable development. Students should also be given the opportunity to develop the ability to make ethical judgments and reflect on issues concerning customers' integrity.

Through practical exercises, students should be given the opportunity to perform tasks in the area and develop a professional attitude when dealing with customers and guests. Through contact with various conference organisers, students should be given the opportunity to develop knowledge of the variety of services and service facilities in the area, and develop an understanding of the needs and wishes of different target groups regarding types of meetings and activities.

Teaching in the subject of conferences and events should give students the opportunities to develop the following:

- 1) Knowledge of the development of the conference industry, about different types of conferences and events, and about players in the area, and what they have to offer. Knowledge of different types of customers and their wishes.
- 2) The ability to book, plan, administer and organise different arrangements based on customer needs and financial factors.
- 3) The ability to carry out tasks in a service-oriented and responsible way.
- 4) The ability to handle modern technical equipment.
- 5) The ability to work with due regard to the working environment and safety in accordance with laws and other regulations in the area.

- 6) The ability to cooperate and communicate with others, and also to adapt their language to the situation.
- 7) The ability to assess one's own work and results.

Courses in the subject

- Conferences and events, 100 credits.
- Conferences 1, 100 credits, which builds on the course conferences and events.
- Conferences 2, 100 credits, which builds on the course conferences 1.
- Conferences 3, 100 credits, which builds on the course conferences 2.
- Events, 100 credits, which builds on the course conferences and events, or the course exhibition design 2.
- Booking rooms and conferences, 100 credits, which builds on the course conferences 2, or the course reception 2.

Events

The course events covers points 1–7 under the heading Aim of the subject. The course covers basic knowledge.

Core content

Teaching in the course should cover the following core content:

- Different events, e.g. openings, galas, shows, sports events and trade fairs.
- Events and functions as image creators and brand builders in connection with product launches, customer meetings, anniversaries, trade fairs, or kickoffs.
- Conditions for local, national and international events.
- Organisation and allocation of responsibilities for project work.
- Planning, costing, implementing and following up smaller projects.
- Activities for increasing sales at different events.
- Booking external services, such as technical, security and entertainment services.
- Practical work in connection with fairs and other events e.g. constructing stands, displays, exposure and serving food and drink refreshments.
- Sound and lighting techniques in connection with different presentations.
- Economic and environmental factors when carrying out different events.
- Working environment issues and systematic safety measures based on laws and regulations.
- Risk analysis and preventive security when planning and carrying out activities.
- Service and handling different target groups, and dealing with their diverse needs in different situations.
- Communication, collaboration and logistics in connection with different events.
- Documenting and monitoring the process.

Knowledge requirements

Grade E

Students describe **in basic terms** different types of events, and also what conditions are required to arrange local, national and international events. In addition, students give an account **in basic terms** of the organisation and division of responsibility when carrying out an event.

Students plan and organise events **in consultation** with the supervisor. In their planning, students choose **in consultation** with the supervisor technical equipment, activities and materials suitable for the event, based on given financial frames. Students organise **with some certainty** arrangements, and also carry out **in consultation** with the supervisor simple tasks related to the event, with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **simple** assessments the safety of events.

Students adapt **with some certainty** their events to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different types of events, and also what conditions are required to arrange local, national and international events. In addition, students give an account **in detail** of the organisation and division of responsibility when carrying out an event.

Students plan and organise events **after consultation** with the supervisor. In their planning, students choose **after consultation** with the supervisor technical equipment, activities and materials suitable for the event, based on financial frames. Students organise **with some certainty** arrangements, and also carry out **after consultation** with the supervisor simple tasks related to the event, with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of events.

Students adapt **with some certainty** their events to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different types of events, and also what conditions are required to arrange local, national and international events. In addition, students give an account **in detail and in a balanced way** of the organisation and division of responsibility when carrying out an event.

Students plan and organise events **after consultation** with the supervisor. In their planning, students choose **after consultation** with the supervisor technical equipment, activities and materials suitable for the event, based on financial frames. Students organise **with certainty** events, and also carry out **after consultation** with the supervisor simple tasks related to the event, with results that fulfil specified quality requirements. In their work, students use **with certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of events, **and make proposals on how safety can be improved**.

Students adapt **with safety** their events to the target group, and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved**. In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Conferences 1

The course conferences 1 covers points 1–7 under the heading Aim of the subject. The course covers basic knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Different conference centres, premises, facilities and service available.
- Various meeting formats, e.g. lectures, meetings, workshops and kickoffs.
- Alternative furniture arrangements, their purpose and function, as well as preparing facilities in accordance with instructions e.g. a memo or checklist.
- The importance of the creative environment. Mobility aids and accessibility for persons with functional impairments.
- The importance of refreshment breaks, laying and clearing buffet tables with coffee or other refreshments.
- Laws and other regulations concerning hygiene and appropriate clothing.
- Management of technical equipment for conferences e.g. photocopiers, computer projectors and microphones.
- Working environment issues and systematic safety work in accordance with laws and other regulations.
- Sustainable development in the conference industry.
- Ergonomic measures and use of appropriate aids.
- Emergency and evacuation plans in the event of fire, threat or danger.
- Service and handling different target groups, and dealing with their diverse needs in different situations.
- Efficiency at work and inter-departmental communications.

Knowledge requirements

Grade E

Students describe **in basic terms** different types of conference facilities and what they can supply. Students also describe **in basic terms** different types of meetings and their requirements

for premises and service. In addition, students based on examples give an account **in basic terms** of how creative and accessible environments can be created.

Students plan and organise simpler arrangements **in consultation** with the supervisor. In their planning, students choose **in consultation** with the supervisor furnishing and technical equipment appropriate for the arrangement. Students carry out **in consultation** with the supervisor preparation of premises and other simpler tasks with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. In addition, students work hygienically and ergonomically in laying and clearing table arrangements. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **simple** assessments the results of the arrangement.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different types of conference facilities and what they can supply. Students also describe **in detail** different types of meetings and their requirements for premises and service. In addition, students based on examples give an account **in detail** of how creative and accessible environments can be created.

Students plan and organise simpler arrangements **after consultation** with the supervisor. In their planning, **after consultation** with the supervisor, students choose furnishing and technical equipment suitable for the arrangement. Students carry out **after consultation** with the supervisor preparation of premises and other simpler tasks with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. In addition, students work hygienically and ergonomically in laying and clearing table arrangements. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their

language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different types of conference facilities and what they can supply. Students also describe **in detail and in a balanced way** different types of meetings and their requirements in terms of premises and service. In addition, students based on examples give an account **in detail and in a balanced way** of how creative and accessible environments can be created.

Students plan and organise simpler arrangements **after consultation** with the supervisor. In their planning, **after consultation** with the supervisor, students choose furnishing and technical equipment suitable for the arrangement. Students carry out **after consultation** with the supervisor preparation of premises and other simpler tasks with results that fulfil specified quality requirements. In their work, students use **with certainty** technical equipment. In addition, students work hygienically and ergonomically in laying and clearing table arrangements. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements, **and also make proposals on how safety can be improved**.

Students adapt **with certainty** their arrangements to target groups and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved**. In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Conferences 2

The course conferences 2 covers points 1–7 under the heading Aim of the subject, with special emphasis on points 3–7.

Core content

Teaching in the course should cover the following core content:

- Different conference centres, premises, facilities and service available.
- Presentation, showing and marketing the facility's range of services.
- Cooperation with external companies e.g. over technology, safety, activities or other peripheral arrangements.
- Profitability calculations, price optimisation and pricing of facilities' premises and services.
- Planning, implementation, assessment and follow-up of different conference arrangements.
- Booking systems for conferences.
- Alternative furniture arrangements, their purpose and function, as well as preparing facilities in accordance with instructions e.g. a memo or checklist.
- Communication and coordination between departments for coordinating and exchanging information, prior to and during arrangements.
- Welcoming course leaders, reviewing safety routines and the day's program, and the provision of technical support.
- Managing positive and negative customer reactions.
- Handling technical conference equipment.
- The working environment and safety in accordance with laws and other regulations.
- Customer safety and integrity.
- Emergency and evacuation plans in the event of fire, threat or danger.
- Service and handling different target groups, and dealing with their diverse needs in different situations.
- Logistics and efficiency in the work, and also communications between departments.
- Methods of documentation and follow-up.

Knowledge requirements

Grade E

Students describe **in basic terms** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in basic terms** for different cooperation partners about organising arrangements, and what they have to offer. Students also give an account **in basic terms** of how profitability calculations and price setting of arrangements are carried out.

Students plan and organise arrangements **in consultation** with the supervisor. In their planning, students carry out **with some certainty** a simpler financial calculation for the arrangement. In addition, students choose **in consultation** with the supervisor furnishings and technical equipment suitable for the arrangement. Students organise and carry out **in consultation** with the supervisor arrangements with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **simple** assessments the results of the arrangement.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in detail** for different cooperation partners about organising arrangements and what they have to offer. Students also give an account **in detail** of how profitability calculations and price setting of arrangements are carried out.

Students plan and organise arrangements **after consultation** with the supervisor. In their planning, students carry out **with some certainty** a simpler financial calculation for the arrangement. In addition, students choose **after consultation** with the supervisor furnishings and technical equipment suitable for the arrangement. Pupils organise and carry out **after consultation** with the supervisor arrangements with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in detail and in a balanced way** for different cooperation partners about organising arrangements, and what they have to offer. Students also give an account **in detail and in a balanced way** of how profitability calculations and price setting of arrangements are carried out.

Students plan and organise arrangements **after consultation** with the supervisor. In their planning, students carry out **with some certainty** a simpler financial calculation for the arrangement. In addition, students choose **after consultation** with the supervisor furnishings and technical equipment suitable for the arrangement. Pupils organise and carry out **after consultation** with the supervisor arrangements with results that fulfil specified quality requirements. In their work, students use **with certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements, **and also make proposals on how safety can be improved.**

Students adapt **with certainty** their arrangements to target groups and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved.** In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Conferences 3

The course conferences 3 covers points 1–7 under the heading Aim of the subject, with special emphasis on points 3–7. The course covers advanced knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Different conference centres, premises, facilities and service available.
- Presentation, showing and marketing the facility's range of services, and also recommending appropriate activities and peripheral arrangements.
- Cooperation with external companies e.g. over technology, safety, activities or other peripheral arrangements.
- Planning, implementation, assessment and follow-up of different conference arrangements.
- Communication and coordination between departments for coordinating and exchanging information, prior to and during arrangements.
- Booking external services, such as interpretation, technology, safety or entertainment.
- Alternative furnishing forms, their purpose and function, and recommendations for appropriate furnishing.
- Welcoming course leaders, reviewing safety routines and the day's program, and the provision of technical support.
- Managing positive and negative customer reactions.
- Handling technical conference equipment, and also alternative solutions for different purposes.
- Quotations, booking confirmations and invoice specifications, and also their possible contractual consequences.
- The working environment and systematic safety measures based on applicable laws and other regulations.
- Customer safety and integrity.
- Emergency and evacuation plans in the event of fire, threat or danger.
- Service and handling different target groups, and dealing with their diverse needs in different situations.
- Logistics and efficiency in the work, and also communications between departments.
- Methods of documentation and follow-up.

Knowledge requirements

Grade E

Students describe **in basic terms** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in basic terms** for different cooperation partners about organising arrangements, and what they have to offer.

Students plan and organise arrangements **in consultation** with the supervisor. In their planning, students propose **with some certainty** activities appropriate for the aims of the conference, based on financial frames and taking account of the environment and safety factors. In addition, students choose **in consultation** with the supervisor furnishing and technical equipment suitable for the arrangement. Students organise **with some certainty** arrangements, and also carry out **with some certainty** practical and administrative tasks related to the arrangements, with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **simple** assessments the results of the arrangement.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in detail** for different cooperation partners about organising arrangements and what they have to offer.

Students plan and organise arrangements **after consultation** with the supervisor. In their planning, students propose **with some certainty** activities appropriate for the aims of the conference, based on financial frames and taking account of the environment and safety factors. In addition, students choose **after consultation** with the supervisor furnishings and technical equipment suitable for the arrangement. Students organise **with some certainty** arrangements, and also carry out **with some certainty** practical and administrative tasks related to the arrangements, with results that fulfil specified quality requirements. In their work, students use

with some certainty technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different types of conference facilities, what they offer, and also based on examples how different conference facilities market themselves. In addition, students give an account **in detail and in a balanced way** for different cooperation partners about organising arrangements, and what they have to offer.

Students plan and organise arrangements **after consultation** with the supervisor. In their planning, students propose **with certainty** activities appropriate for the aims of the conference, based on financial frames and taking account of the environment and safety factors. In addition, students choose **after consultation** with the supervisor furnishings and technical equipment suitable for the arrangement. Students organise **with some certainty** arrangements, and also carry out **with certainty** practical and administrative tasks related to the arrangements, with results that fulfil specified quality requirements. In their work, students use **with certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations. In addition, students evaluate in **balanced** assessments the safety of arrangements, **and also make proposals on how safety can be improved.**

Students adapt **with certainty** their arrangements to target groups and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved.** In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Conferences and events

The course conferences and events covers points 1–7 under the heading Aim of the subject. The course covers basic knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Various facilities for conferences and events, and the diverse range of services available.
- Different types of meetings and their purposes.
- Organisations for representing industry interests, marketing and sales.
- Professional roles and tasks in the area. Organisation and allocation of responsibilities in smaller projects.
- The industry's development from meetings in simple premises to conference packages for satisfying customer expectations for experiences and activities.
- Pricing basic events with regard to the number of participants, equipment, services and activities.
- Technical equipment suitable for different conferences and events, e.g. computer projectors and microphones.
- Working environment issues and safety regulations and other provisions for group events.
- The diverse requirements of different target groups as regards facilities and events, e.g. safety, environmental certification and opportunities for various activities.

Knowledge requirements

Grade E

Students describe **in basic terms** different activities, their supply and services, and also different types of meetings. Students also describe **in basic terms** organisations, professional roles and tasks in the industry. In addition, students give an account **in basic terms** of the industry's development.

Students plan and organise simpler arrangements **in consultation** with the supervisor. In their planning, students set prices **with some certainty** for the arrangement. Students carry out **in consultation** with the supervisor simpler tasks in the conference industry, with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** different activities, their supply and services, and also different types of meetings. Students also describe **in detail** organisations, professional roles and tasks in the industry. In addition, students give an account **in detail** of the industry's development.

Students plan and organise simpler arrangements **after consultation** with the supervisor. In their planning, students set prices **with some certainty** for the arrangement. Students carry out **after consultation** with the supervisor simpler tasks in the conference industry with results that fulfil specified quality requirements. In their work, students use **with some certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations.

Students adapt **with some certainty** their arrangements to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** different activities, their supply and services, and also different types of meetings. Students also describe **in detail and in a balanced way** organisations, professional roles and tasks in the industry. In addition, students give an account **in detail and in a balanced way** of the industry's development.

Students plan and organise simpler arrangements **after consultation** with the supervisor. In their planning, students carry out **with certainty** pricing of arrangements. Students carry out **after**

consultation with the supervisor simpler tasks in the conference industry with results that fulfil specified quality requirements. In their work, students use **with certainty** technical equipment. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students work with due regard to health, the environment, economy and safety in accordance with laws and other regulations.

Students adapt **with certainty** their arrangements to target groups and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved**. In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Booking rooms and conferences

The course booking rooms and conferences covers points 1–7 under the heading Aim of the subject, with special emphasis on points 3–7. The course covers advanced knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Product knowledge to meet customer requirements, and recommending and targeting offers to increase sales.
- Different customer categories, e.g. private persons, companies, travel agencies, convention bureaus and booking agencies.
- Cooperation partners in activities, technology, safety or other peripheral arrangements.
- Tele-sales and the importance of approach, intonation and product knowledge.
- Business correspondence and formulating confirmations, quotations, memos and invoices.
- Pricing and price optimisation of facility's services.
- Profitability assessment and key ratios.
- Company and travel agency contracts with prices, commission and cancellation rules, as well as contractual consequences.
- Presenting and showing the facility and recommending suitable activities and peripheral arrangements.
- Booking of private, group, conference and package arrangements.
- Planning of customer activities in collaboration with sales and marketing departments to create and maintain customer relationships.
- Working environment and ergonomics.
- Communication and collaboration between departments for checking and exchanging information prior to arrangements.

Knowledge requirements

Grade E

Students give an account **in basic terms** of different kinds of customer groups and their wishes. In addition, students give an account **in basic terms** to different cooperation partners of what they have to offer. Students also describe **in basic terms** how targeted offers can increase sales

and profitability. Students give an account **in basic terms** of the meaning of different types of agreements, and also how profitability calculations and price setting are done.

Students plan, organise and carry out **in consultation** with the supervisor simpler administrative and practical tasks in connection with booking, and achieve a result that fulfils specified quality requirements. In addition, students carry out **with some certainty** simple financial calculations, and also draw up **with some certainty** different types of business documents. In their work, students use **with some certainty** appropriate software programs. During the working process, students identify problems that occur and solve them **in consultation** with the supervisor.

Students adapt **with some certainty** their work to the target group, and give their reasons **in basic terms** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **simple** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students give an account **in detail** of different kinds of customer groups and their wishes. In addition, students give an account **in detail** to different cooperation partners of what they have to offer. Students also describe **in detail** how targeted offers can increase sales and profitability. Students give an account **in detail** of the meaning of different types of agreements, and also how profitability calculations and price setting are done.

Students plan, organise and carry out **after consultation** with the supervisor simpler administrative and practical tasks in connection with booking, and achieve a result that fulfils specified quality requirements. In addition, students carry out **with some certainty** simple financial calculations, and also draw up **with some certainty** different types of business documents. In their work, students use **with some certainty** appropriate software programs. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students adapt **with some certainty** their work to the target group, and give their reasons **in detail** on how the adaptation was carried out. Students cooperate and communicate **with some certainty** with both customers and co-workers, and also adapt **with some certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments. In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students give an account **in detail and in a balanced way** of different kinds of customer groups and their wishes. In addition, students give an account **in detail and in a balanced way** to different cooperation partners about what they have to offer. Students also describe **in detail and in a balanced way** how targeted offers can increase sales and profitability. Students give an account **in detail and in a balanced way** of the meaning of different types of agreements, and also how profitability can be calculated and prices set.

Students plan, organise and carry out **after consultation** with the supervisor simpler administrative and practical tasks in connection with booking, and achieve a result that fulfils specified quality requirements. In addition, students carry out **with certainty** simple financial calculations, and also draw up **with certainty** different types of business documents. In their work, students use **with certainty** relevant computer programs. During the working process, students identify problems that occur and solve them **after consultation** with the supervisor.

Students adapt **with certainty** their work to the target group, and give their reasons **in detail and in a balanced way** on how the adaptation was carried out. Students cooperate and communicate **with certainty** with both customers and co-workers, and also adapt **with certainty** their language to the situation. In addition, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work and communication can be improved**. In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

