

Event Experience

Course guide 2024-2025

Semester	Fall (semester 1)
Inholland location(s)	Rotterdam
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Project 1: Design	10	1221EVIX1A
Project 2: Production	10	1221EVIX2A
Portfolio: Insight	10	1221EVIX3A

Content subjects

Unleash your passion for events in the Event Experience track! Immerse yourself in a world where experience is key. Create lasting memories and organize a real event from A to Z. Collaborate with real clients in a multidisciplinary team and develop skills beyond the classroom. Let your creativity flow freely and take the first steps as an event professional!

Do you have an affinity or experience with events? In the Event Experience module you build (through Imagineering) a fascinating and immersive experience for your guest. You combine creative imagination with technical know-how to design unique experiences to create an emotional connection with the audience.

As an Event Agency of 4-5 students, you work for an external client. In the past, students worked for Around010Events, Awakenings Festival, Amsterdam Open Air, Dutch Student Championship and Filmhuis Den Haag, among others. In the first half of the module you create a suitable concept for the client and target group. In the second half of the module you actually implement this concept for the client. In individual assignments you work on personal theoretical and practical knowledge about the events industry. This module is not only an opportunity to learn and practice your skills, but also to see a tangible result of your hard work.

What are you going to do

Within this module, guided by design thinking, you, as a student, will gain real-world experience by organizing an event for a genuine client. In a multidisciplinary team, you will be assigned a role aligning with an event agency. The track consists of two parts: the team track and the insight portfolio track.

In the team track, you will go through three phases: first, the pre-production phase (design), where you'll meet the client, create a briefing, conduct research, develop a concept, and test it before pitching it to the client. Following that, there's the production phase and the post-production phase, where you will actually implement the conceived concept, organize the event from A to Z, and provide feedback to the client for potential improvements.

In the insight portfolio track, you'll work on personal goals, acquire knowledge about the event industry through an expert interview and event analysis, ultimately creating a portfolio in a creative form (website, magazine, podcast, etc.) that you can use in your future career.

Learning outcomes

After completing the project, you will be able to initiate, lead and evaluate the complete event management process, theoretically and practically: pre- production (concepting/pitch), main-production (programming, planning, HRM, marketing, laws & regulations, finance, technical & logistical plans, crowd management), post- production (aftersales, after life, ROI- evaluation).

You will be able to apply research methods to analyse the customer journey of an event based on a theoretical framework, to develop marketing activities, to apply software and design techniques to translate information into audio-visual products.

You will work in a team and cooperate in a professional manner with the client and other stakeholders and will be confident to deliver all the necessary products along the way.

After completing the portfolio, you have gained deeper insight in specific aspects of event management. Additionally you will discover your talent & abilities in the working field and will learn to brand yourself in a professional manner.

Mode of delivery, planned activities and teaching methods

Blended learning: mixture of self-study online (web lectures, podcasts, knowledge clips etc.) and workshops (applicable theoretical knowledge, short instructions, extended exercise part), consultancy, guest lectures from experts, field research and study trips.

Prerequisites and co-requisites

This course is not suitable for students who are not familiar with the basic methods of event management and design thinking. This means: if you don't have any knowledge or experience with events and design orientated production at all, we expect you to catch up before the project starts (i.e. reading literature).

We expect basic knowledge of:

- Event Management
- Experience Design
- Design Thinking Methods

Furthermore, you should be able to work in a team as well as autonomously.

Recommended or required reading and/or other learning recourses/tools

- Event Management
- Experience Design
- Design Thinking Methods

Assessment methods and criteria

A variety of assignments (authentic deliverables/practical products) according to the requirements of event management with feedback along the way, grading of the final products at the end of the program.

Lecturer(s)

Rutger Boxhoorn