Course title	Event Experience		
Semester	Fall and Spring (semester 1 and 2)		
Inholland faculty	Faculty of Creative Business		
Language of instruction	English		
Cycle	Bachelor level		
Inholland location	Diemen (Amsterdam)		
Code subjects Codes and title of subject and assessments are subject to change.	**Code**	**Subject title**	**ECTS**
	1221EVIX1Z	Event Experience Project 1	10
	1221EVIX2Z	Event Experience Project 2	10
	1221EVIX3Z	Event Experience Portfolio	10
	Code	**Assessments**	**Study hours**
	1221EVIX1A	Project 1: Design	280
	1221EVIX2A	Project 2: Production	280
	1221EVIX3A	Portfolio: Insight	280
Number of ECTS	30		
Lecturer(s)	Andreas Bischoff (Andreas.Bischoff@Inholland.nl)		
Course content	Event Experience will help you to put theoretical knowledge into practice. Your group has to produce an event for a real client (project), additionally you will have to fulfil different tasks on your own (portfolio). In the first two years of the study, the Dutch student already got into touch with event management (focus on basic knowledge in year 1 and business events in year 2). Event Experience is based on this knowledge, therefore this course is in principle 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). Event Experience will focus on leisure events more than on B2B events. The last two years event organizers were forced to experiment with alternative forms like online or hybrid events instead of physical events on location. Nevertheless, for all types of events it is vital to know how to design strong concepts and experiences, which stand out from others and benefit all stakeholders. Naturally, you will also learn what it is like to produce		

	a professional event.
	Each project group will have its own client and consultant. During the first stage (pre-production), you will do research and develop an event concept based on the idea of your client in co-creation with various stakeholders. Pretesting and prototyping will help you to fine-tune your draft. Once the concept is strong enough and is accepted by the client during t he pitch, it will then be implemented (main-production) or a blueprint will be written. Afterwards (post-production) you will defend and evaluate the whole process to demonstrate that your achievements have met the client's targets (return on investment). Besides the project, you will also work individually on a number of assignments for your portfolio. In these assignments, you will be able to show your worth in experience design, marketing and event production and you will discover your talents.
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 (if applicable)	This course is in principle 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 (at least affinity with): • Event Management • Experience Design • Design Thinking Methods Able to work in a team and autonomously
Recommended or required reading and/or other learning recourses/tools	• Event management • Experience design / imagineering • 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.
More information	