

Course Title	Concepting & Events
Term	Term 1 & 2 or Term 3 & 4
Inholland Faculty	Faculty of Creative Business;
Course code	2016 EXCE1A 2016 EXCE2A
Inholland location	Diemen
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>During Concepting &amp; Events (C &amp; E), you will gain a lot of experience in professional events practice, via visits to the work field and collaboration with real clients. You will develop and discover your talents by tackling assignments which will also enable you to extend your network.</p> <p>C &amp; E will focus on leisure events more than on business events. You will find that there is no shortage of festivals and events in the Amsterdam metropolis. With this in mind, you will need to learn how to design strong concepts and experiences, which will enable you to stand out from others and benefit your stakeholders. Naturally, you will also experience what it is like to produce a professional event.</p> <p>In the project (15 ECs = 420 hours; 20 hours per week), each project group, which operates as an events agency, will have its own professional commissioning client. In the first few weeks, you will develop a strong event concept in co-creation with your stakeholders. Once the concept is strong enough, it will then be implemented (event production).</p> <p>Besides the project, you will also work individually on a number of assignments for your portfolio (15 ECs = 420 hours; 20 hours per week). In these assignments, you will be able to develop your individual talents in experience design and marketing. You will benefit from practical training on the use of design and editing software, after which you will find that you are able to create powerful visual communication tools.</p> <p>C &amp; E is based on a semester structure. As such, you will spend 20 consecutive weeks working on the various parts of the project and your portfolio.</p>

Lecturer(s)	<p>Course coordinator: Andreas Bischoff, <a href="mailto:andreas.bischoff@inholland.nl">andreas.bischoff@inholland.nl</a></p> <p>International exchange coordinator: Philippa Collin, <a href="mailto:philippa.collin@inholland.nl">philippa.collin@inholland.nl</a></p>
Learning outcomes	<p>You will learn and practice the appropriate steps required during event production. You will work through every stage of an event: from the assignment analysis, risk management, schedule and planning, via programming and staging, technical aspects, staff and logistics, to a logistics plan and evaluation.</p> <p>To be able to develop a concept in the leisure industry and specifically in the events sector, you will need to be able to think both in and out the box and apply various creative techniques. You will learn how to organise a creative session with stakeholders and how to choose the techniques that will enable you to achieve a form of co-creation together with stakeholders and then pre-test it with potential customers. It is also important to know how a concept can be 'sold' to partners such as sponsors, in writing, verbally and visually.</p>
Mode of delivery, planned activities and teaching methods	<p>This course has a strongly practical character in which you will be challenged to spend plenty of time in the professional field working on authentic assignments.</p> <p>Teaching methods include: lectures, interactive classes, guest lectures, workshops, training sessions, feedback sessions &amp; consultancy, the Event Lab, working for a commissioning client from the professional field, practical assignments, pitches, presentations and visits to the field.</p>
Prerequisites and co-requisites (if applicable)	<p>The student needs to have successfully passed the first two years of a Leisure Management (or closely related) degree programme. Be aware that you will be working with a project group for an external commissioning client. This means that other students will be dependent on your serious commitment to the project and that you will need to be able to work collaboratively.</p>
Recommended or required reading and/or other learning resources/tools	<ul style="list-style-type: none"> <li>• Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnel (2010) Events Management.</li> <li>• Byttebier, I. (2011) Creativity Today, BIS</li> <li>• Carnegie, D.(2006) How to win friends &amp; influence people</li> <li>• Dahlen, M. (2008) Creativity Unlimited - Thinking Inside the Box for Business Innovation</li> </ul>

	<p>Kuiper, G. &amp; Smit, B. (2013) Imagineering. Innovation in the experience economy, CABI</p> <p>Recent literature will be provided during the course</p>
Assessment methods and criteria	<p>The minor is tested by the successful achievement of an event (several group assignments) and a portfolio (several individual assignments). There is no formal exam like a case study or knowledge test.</p>