

Course Title	Event management
Term	Semester 1 and semester 2
Inholland Faculty	Faculty of Creative Business
Course code	
Inholland location	Semester 1 in Haarlem and semester 2 in The Hague
Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>The event industry has been through changing times. An understanding of all the perspectives on the Event Industry and gaining experience in organizing an event will give you a head start.</p> <p>In this elective we will expect you to acquire your knowledge yourself (both within the university and outside it) using and enquiring mind, and to share this knowledge with your fellow students. You will speak with experts in professional practice, work together in production teams that provide you with a clear picture of what is necessary to achieve an effective event production, share your knowledges and experience and evaluate your own work and that of your fellow students from a management perspective.</p> <p>You can expect us to share our network with you and to invite professionals to share their knowledge and experience, so that you can use practical examples to familiarize yourself with every facet of the event sector.</p> <p>Whether it's B2B or B2C events, large public events or music festivals, all sorts will be covered.</p> <p>Together with students like yourself, we will explore the pillars that play a vital role in the realization of a successful event. These are: Concepting &amp; Strategy; Innovation, Digital &amp; Sustainability; B2B and B2C Events; Venue Management; Safety &amp; Crowd Management; and Event Logistics &amp; Production.</p> <p>We will also address Cross-cultural Management so that you can be professionally effective in the event sector in an international context as well.</p> <p>This module consists of four parts:</p> <ol style="list-style-type: none"> <li>1. Perspective on the Event Industry (10 ECTS): the aim is for each student to acquire knowledge through individual research and develop a vision for the events industry. Essentially, this process means developing an impression of the developments within the sector, as well as using this information to form an opinion on the future of the event industry.</li> <li>2. Event manager (5 ECTS) aims at gaining practical knowledge in organizing events, while executing two small events yourself.</li> <li>3. Event Agency (10 ECTS): Rather than handling the entire organization of a small event yourself, you will take on a role within an Event Agency together with other students. You will work on objectives that must be achieved for the event, as well as the execution of the event itself.</li> <li>4. Event Evaluation (5 ECTS); in this fourth part you evaluate your work at the Event Agency.</li> </ol>
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<p>Learning outcomes</p>	<p>1. Creation The student</p> <ul style="list-style-type: none"> <li>- Makes an inventory of the wishes, needs and possibilities for a new concept, and takes account of the innovations, trends and needs of the target group and/or client.</li> <li>- During the development of these concepts, appraises a broad spectrum of business factors, including ethical, commercial, financial, legal, and technical factors.</li> <li>- Independently appraises wishes, needs and possibilities in the media landscape relative to business factors and can substantiate this appraisal (wishes/needs/trends/innovations versus business factors).</li> <li>- Makes targeted use of information sources and experts in his or her own network.</li> </ul> <p>2. Production The student</p> <ul style="list-style-type: none"> <li>- Coordinates and oversees the production process, using a method/theory to monitor the process.</li> <li>- Develops creative ideas to achieve tangible media products, using resources appropriate to the final product.</li> <li>- Represents all interests during the production process and coordinates and manages the production process as is expected of a production manager.</li> <li>- Monitors and coordinates the (commercial and production) prerequisites during the production process.</li> </ul> <p>3. Marketing The student</p> <ul style="list-style-type: none"> <li>- Selects various media channels through which to reach the target audience and justifies this selection.</li> <li>- Can interest and actively engage the target audience in the (media) concept.</li> <li>- Advises the relevant parties on the financial impact of the plan and knows how to sell the (media) concept or product.</li> </ul>
	<ul style="list-style-type: none"> <li>- Uses social and other media as a tool to encourage interaction between target audiences and the organization.</li> </ul> <p>4. Research The student</p> <ul style="list-style-type: none"> <li>- Gathers data and interprets them to arrive at insights.</li> <li>- Reports in a substantiated manner.</li> <li>- Justifies the quality of the research.</li> </ul> <p>5. Management &amp; entrepreneurship The student</p> <ul style="list-style-type: none"> <li>- Independently identifies business models for existing and new companies through a built-up network.</li> <li>- Develops a plan that fits the problem and in which success factors, failure factors and financial results (ratios) and risks are detailed and substantiated.</li> <li>- Carries out the plan they have developed in a justified manner.</li> <li>- Accounts to stakeholders for success factors, failure factors and financial results.</li> <li>- Uses a network to connect people with each other to achieve co-creation and co-production to stimulate innovation.</li> </ul> <p>6. Management of value creation The student</p> <ul style="list-style-type: none"> <li>- Operates in the dynamic internal and external environments and transposes opportunities and goals onto an international context.</li> <li>- Analyses research (and other) data to identify how original works create value.</li> <li>- Weighs up various interests and acts with diverse stakeholders.</li> </ul>

Mode of delivery, planned activities and teaching methods	Face-to-face and online lectures, masterclasses and guest lectures, Coaching sessions in smaller groups. You can expect a dynamic module experience, incorporating lectures, expert research, discussion, and knowledge exchange in small groups, and practical experience (both individual and in groups).
Prerequisites and co-requisites (if applicable)	Two years of study in a similar study field is advisable.
Recommended or required reading and/or other learning resources/tools	The list of recommended literature is being published at the start of the course and is updated to be state-of-the art and actual.
Assessment methods and criteria	<ul style="list-style-type: none"> <li>• Perspective on the Event Industry (10 ECTS): Investigative Journal</li> <li>• Event manager (5 ECTS): Individual presentation</li> <li>• Event Agency (10 ECTS): Group report</li> <li>• Event Evaluation (5 ECTS): Explanatory video</li> </ul>