

Course Title	The Events Industry
Term	Term 1 & 2
Inholland Faculty	Faculty of Creative Business
Course code	Not applicable
Inholland location	Haarlem
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>Hundreds of events are organised internationally every year: festivals, dance, cultural and brand events are attracting record crowds and are of huge economic value for cities in Europe and abroad.</p> <p>The module, <i>The Events Industry</i> provides you with the training required to become a professional in the field of international events. The curriculum is designed to facilitate collaboration within professional practice and this collaboration is an integral requirement for the completion of assignments. Focus points will be, the five pillars of The Events Industry: Concepts &amp; Strategy, Business-to-Business Events, Business-to-Consumer Events, Logistics &amp; Venue Management and Events Production.</p> <p>Group and individual activities include broad research into the international events industry, deep analysis of specific events, creative development of concepts, research into event marketing, completion of a strategic practical assignment for a (real) client and contributing to the Final Event Production. Supporting courses include:</p> <ul style="list-style-type: none"> <li>• <b>Advanced Project Management for Events:</b> Using advanced project management skills and individual skills, specifically for events;</li> <li>• <b>Media &amp; Design:</b> Using advanced options in programmes such as InDesign, Final Cut Pro and Photoshop, for enhanced and advanced design;</li> <li>• <b>Academic Skills:</b> Analytical Thinking and Writing.</li> </ul>

	Student learning is supported through creative production, knowledge sharing through presentations, discussions and debate, and the development and implementation of a class event.
Lecturer(s)	Mr. Cees Rosman, cees.rosman@inholland.nl
Learning outcomes	<ul style="list-style-type: none"> <li>• The student can use project management techniques and management skills to organise events and develop their professional skills in partnership with industry.</li> <li>• The student is proficient in the application of a range of logistical and (safety-related) technical concepts, as part of a production.</li> <li>• On the basis of (desk and field) research, the student can form his/her own ideas and insights with regard to the events industry.</li> <li>• In the context of pre-defined objectives, the student can develop a concept which is in line with market trends and which can be deployed across all media. Making use of creative techniques.</li> <li>• The student can translate an events concept into a marketing strategy, including stakeholder, competitor and customer (target group) analysis based on market research, in order to achieve the (sales/management) objectives.</li> <li>• The student demonstrates how to write a professional and persuasive plan and is able to persuade a client of the feasibility of a plan, proposal, result or recommendation.</li> </ul>
Mode of delivery, planned activities and teaching methods	face-to-face learning, work in teams and individually.
Prerequisites and co-requisites (if applicable)	Prior knowledge and courses in event and project management are required.
Recommended or required reading and/or other learning resources/tools	Liable to change in order to work with state-of the-art course material and supporting literature. Will be explained at the kick-off of the course.
Assessment methods and criteria	<p>Module Components</p> <ul style="list-style-type: none"> <li>• Learning Evidence File                      10 ETC</li> <li>• Final Event Production                      7 ETC</li> </ul>

	<ul style="list-style-type: none"><li>• Individual Research 5 ETC</li><li>• Marketing Case Study 3 ETC</li><li>• Academic Skills 5 ETC</li></ul>
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