Course: Project EVM

credits: 10

Course code	IFVB25EVMPRE
Name	Project EVM
Study year	2025-2026
ECTS credits	10
Language	English
Coordinator	C.R. Dijkema
Modes of delivery	Project-based learning
Assessments	Assignment - Assignment Report - Report Safety plan - Report

Learning outcomes

The student:

- Designs an event appropriate to strategic objectives, the needs of a specific target group and trends and developments in the events industry.
- Is able to embed sustainability, health and hospitality in the design of the event.
- Analyses the impact of an event by preparing a business case from different perspectives, including economic and social impact.
- Creates meaningful events and experiences for both visitors and the surrounding area.
- Applies marketing and communication theories in designing and implementing the marketing and communication plan for the event.
- Recognises possible risks, elaborates this in a safety plan and takes corresponding measures with regard to the safety of the event.
- Selecting, describing and planning the facility services needed to achieve a total experience of the event for the visitor.
- Translates the design from a project plan into a scenario and executes it.
- Shows perseverance, performs the professional task of event manager can reflect on this by developing and applying multiple scenarios.

Content

In this teaching unit, students develop their own event in a project group. This means brainstorming and working out creative ideas to come up with a plan of action within a few weeks. This is developed into a project plan, including financial justification, marketing plan, safety plan, script and the event's final execution. The outcome is an event that is innovative, creative, realistic and financially feasible. The student reflects on his/her performance, both individually and in terms of content.

Included in programme(s)

International Facility Management exchange programme
Minor Event Management - English

School(s)

Institute of Future Environments

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