Hanze

Minor

Qualification awarded
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Length of the programme
6 months

ECTS credits
30

Level of qualification
Bachelor

Mode
Full-time

Language
English

School
Institute of Future Environments

Locations
Groningen

Minor Event Management - English

Profile of the programme

Every event is unique; you only have one chance to make it a success. That is the challenge, but also what makes its success so vulnerable. Every event has different scenarios and pitfalls. The minor focuses on managing all those things that are project-based: a unique task, limited in time and resources. The minor in Event Management goes through the organisation of an event in different phases. The minor focuses on theory and practice; we train you in the knowledge and skills you need to successfully organise events. During the minor, you will work in a group of four or five students. Together, you will be responsible for the organisation of two complex events: an event-in-charge and an event devised and designed by yourself. You will prepare these two events simultaneously.

Learning outcomes

a. Work in projects and processes, function in project teams.
b. Make a market analysis to design a successful event.
c. Design and “sell” your own event.
d. Procure facilities, services and resources in line with the market.
e. Make and manage a financial plan.
f. Design a scenario.
g. Deal with the media.
h. Negotiate successfully.
i. Effectively manage marketing and communication in the context of the event.
j. Making a risk analysis and taking appropriate measures with regard to the safety of an event.
k. Leading and applying the right management style to ensure the success of an overall programme.
l. Applying reflection on personal effectiveness to make an event successful.
m. Making an assessment in order to put the right person in the right place at the right time. Self-knowledge to make an assessment of one's own capacities and seeking to complement one's weaker sides in the form of choice of team members.
n. Stress resistant, dealing with deadlines and tightly planned schedules.

Programme

Minor Event Management - English	**credits**
Block 2	20
IFVB24EVMPOE - Practical Assignment	*5*
IFVB25EVMEMA - Event Marketing	*5*
IFVB25EVMPRE - Project EVM	*10*
Block 1	10
IFVB24EVMFIN - Financial Aspects	*5*
IFVB24EVMSEM - Strategic Event management	*5*

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