

International Events Management

Key words

Event design, Event operations management, Experience Marketing

Why International Events Management?

Increasing competitive pressures are forcing organisations to find new ways to engage customers. Event Management has gained momentum among professionals as it creates an ultimate customer experience through live and face-to-face communication. This experience has a huge potential in creating amazingly positive customer responses.

What is International Events Management?

This course leads you through the stages of successful events management from design and idea generation up until the evaluation of events. Students are challenged to be creative, think strategically, create a helicopter view in the organisational and planning process and to be critical in the evaluation process. For students interested in (services) marketing, events and project management (services) this course teaches and enables you to design, plan, organise and evaluate creative and successful events.

What does the semester look like?

Throughout the semester students are challenged to create, manage and evaluate their own ground-breaking event. They are responsible themselves for the organization and supported by theoretic principles and coaching.

Literature and Testing

All required literature will be provided by the lecturer in class

Students create their own event in subgroups. The grade will be determined by a final video. In this video student groups record their event and justify their strategic event decisions.