

EVENT MANAGEMENT 2

| INFORMATION | |
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| Campus Site | Stenden South Africa |
| Department | International Hotel Management |
| Target Groups | All programs |
| Minor coordinator South Africa | Tracey Painting; tracey.painting@stenden.com |
| Availability | Module 2 and 4/ Unlimited applicants |

INTRODUCTION NICHE MARKET

The MICE (Meetings, Incentives, Conferences and Events) is a multi-million dollar industry containing the hosting and organization of an event. Many institutes pay a lot of money to arrange the logistic side of an event. This industry contains a large variety in corporate conferences, music festivals, product launches, branch-related events, and exhibitions.

INTRODUCTION MINOR

In this minor you will organize a real event. There are several possible events; you may organize an international conference, exhibition or incentive but you need to participate in a bid procedure. With a group of 4 students you need to convince the expert panel that your group will be the best in organising that particular event. All students will be present during this bid procedure. In this minor you will learn to organize a real event. All the events that you organise with take place during the 10 weeks of this module, and you will have the option to plan and execute your own event.

EDUCATIONAL METHOD

- Pitch (in a short presentation you need to convince the client of your strengths)
- Client meetings (in these meetings you will discuss together with the client the details of the event)
- Lectures on Evaluations
- Feedback sessions (during these sessions you will share the ongoing business)
- Management Skills (preparing you for the South African way of doing business)

OBJECTIVES

- Obtain a broad knowledge and shows insight on all aspects relating to the (international) industry of Branch-Related Events, Business Events and Public Events
- Obtain knowledge on the leading professional organizations, ((inter)national) in the MICE industry
- Gain realistic insight in the daily work of an event organizer
- Experience real life events and meets event organizers
- Experience the operational aspects of the organization of an event, exhibition or congress by means of organizing a real event.

ASSESSMENT ACTIVITIES

You can earn 15 EC's for this module. You will be assessed by means of your project portfolio, final presentation and your weekly meetings.

