



university of  
applied sciences

# THERE'S A WORLD TO EXPLORE

A graphic showing a map of South Africa in red, set against a yellow background. The text 'GRAND TOUR' is written in white capital letters across the top of the yellow area.

GRAND TOUR

## Event Management 1

Location: South Africa

Contact person: Tracey Painting

Belongs to: NHL Stenden HMS, offered in South Africa

Period: MP1 & MP3

### The minor is about

- Obtaining a broad knowledge and shows insight into all aspects relating to the (international) industry or Branch-Related Events, Business Events and Public Events
- Obtaining knowledge on the leading professional organizations, ((inter)national) in the MICE industry
- Gaining realistic insight in the daily work of an event organizer
- Experiencing the operational aspects of the organization of an event, exhibition or congress by means of the field trip.

### Student Testimonial

"I simply loved the minor and especially the tour to Cape Town to visit organizations in the Events Industry."

### Examination

- Assessed against short answer test
- Students will have peer assessments
- Module assignment

#AWORLDTOEXPLORE

## "Our business is memory making!"

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, exhibitions.

This minor focuses on learning the theoretical part of the event industry. You will learn about the theory involved in organizing an event. With Case Based Learning you have to deal with exciting cases considering the finance, sponsoring, marketing, social media, programming, concept and design of an event and risk management. All these topics will be introduced by experts who have worked in this industry for many years. During the Cape Town Events Tour you will experience various event locations and leisure activities which can be used for your module assignment.

