

“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 module 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 already worked in this industry for many years. In the field trip you will be shown various event locations and leisure activities which can be used for your assignment.

About This Module

- Obtaining a broad knowledge and 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.

Examination

You will be assessed by means of a short answer test, peer assessment and a module assignment.