



“Fabulously planned... Remembered always”

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.

In this module 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 module 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.

About This Module

- This module 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 real life events and meeting event organizers.
- Experiencing the operational aspects of the organization of an event, exhibition or congress by means of organizing a real event.

Examination

You will be assessed by means of your project portfolio, final presentation and your weekly meetings.