

Minor

Qualification awarded

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Length of the programme

6 months

ECTS credits

30

Level of qualification

Bachelor

Mode

Full-time

Language

English

School

Arts, Design & Built
Environment

Locations

Groningen

Minor Event Management - English

Profile of the programme

Every event is unique; you only have one chance to make it a success. That is the challenge, but also what makes its success so vulnerable. Every event has different scenarios and pitfalls. The minor focuses on managing all those things that are project-based: a unique task, limited in time and resources. The minor in Event Management goes through the organisation of an event in different phases. The minor focuses on theory and practice; we train you in the knowledge and skills you need to successfully organise events. During the minor, you will work in a group of four or five students. Together, you will be responsible for the organisation of two complex events: an event-in-charge and an event devised and designed by yourself. You will prepare these two events simultaneously.

Learning outcomes

- a. Work in projects and processes, function in project teams.
- b. Make a market analysis to design a successful event.
- c. Design and "sell" your own event.
- d. Procure facilities, services and resources in line with the market.
- e. Make and manage a financial plan.
- f. Design a scenario.
- g. Deal with the media.
- h. Negotiate successfully.
- i. Effectively manage marketing and communication in the context of the event.
- j. Making a risk analysis and taking appropriate measures with regard to the safety of an event.
- k. Leading and applying the right management style to ensure the success of an overall programme.
- l. Applying reflection on personal effectiveness to make an event successful.
- m. Making an assessment in order to put the right person in the right place at the right time. Self-knowledge to make an assessment of one's own capacities and seeking to complement one's weaker sides in the form of choice of team members.
- n. Stress resistant, dealing with deadlines and tightly planned schedules.

Programme

Minor Event Management - English

credits

Block 2	20
▫ IFVB24EVMPOE - Practical Assignment	5
▫ IFVB25EVMEMA - Event Marketing	5
▫ IFVB25EVMPRE - Project EVM	10
Block 1	10
▫ IFVB24EVMFIN - Financial Aspects	5
▫ IFVB26EVMSEM - Strategic Event management	5