Vak: Strategisch Eventmanagement — credits: 5

Vakcode	IFVB26EVMSEM
Naam	Strategisch Eventmanagement
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	C.R. Dijkema
Werkvormen	Werkcollege
Toetsen	Strategic Eventmanagement - Schriftelijk, organisatie ToetsCentrum

Leeruitkomsten

The student:

1. Describes and analyses trends and developments within the events industry and recognises their implications for event concepts.
2. Describes and explains the structure of an event (programme, step-by-step plan and script) and applies this knowledge to specific practical situations
3. Describes and analyses facility-related processes surrounding events and recognises the interrelationships and consequences within a case study.
4. Explains and assesses how spatial and social factors, including the psychology of perception, influence the visitor experience in different situations.
5. Identifies, selects and justifies relevant indicators for measuring perception and assesses potential improvements in a given event environment.

Inhoud

The student learns to recognise and analyse trends and developments within the events industry and to translate these into decisions within an event context.
The student describes and explains the structure of events and applies this knowledge to programming, step-by-step plans and scripts, with a focus on the interconnection between strategic and operational facility management processes.
In addition, the student explains how spatial and social factors, supported by insights from experiential psychology, influence the visitor experience and applies this in an event context.
Finally, the student identifies and substantiates indicators for measuring experience and assesses potential improvements in event environments.

Opgenomen in opleiding(en)

Minor Eventmanagement - English
International Facility Management exchange programme

School(s)

Kunst, Ontwerp & Ruimte

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