



MSc International Event Management

Introduction

The Master in International Event Management (MSc), offered in partnership with the University of Brighton (UK), requires an open, critical and inquiring mind-set for the social-scientific and applied study of events and management.

You will be expected to critically evaluate existing knowledge in the field of event management, debate key issues such as sustainability, ethical event production, or legacy planning, and consider strategic responses to forces impacting on events from the global operating environment.

This is an academic course with a high degree of vocational relevance. The content and delivery of the course is strongly underpinned by the course team's expertise, research activities and in many cases first-hand experience of the industry. Industry expertise and application is drawn from areas as diverse as festivals, business events, marketing, consultancy, sport and leisure, all of which enrich the design and delivery of the course.

Course Content

The course structure of the MSc in International Event Management programme at Wittenborg is in line with the programme offered at the University of Brighton, and the programme is taught by lecturers

both from Wittenborg and from Brighton. Full-time students attend workshops two days per week with the part-time route usually requiring one day per week.

Some modules may be delivered intensively over several consecutive days. Teaching methods include group work, case studies, presentations, and live projects. The course is delivered through a variety of approaches including lectures, presentations, tutorials and case studies, with an emphasis on interactive learning.

Main Syllabus:

- Events Policy and Practice
- Event Project Management
- Management Strategy in a Global Business Environment
- Globalisation, Society and Culture
- Final project

Industry & Career

'Event Management' is a multimillion euro industry and, in the case of large organizations, it is often part of a company's marketing strategy. It is foreseen that the increased nature of global business will make the demand for events even higher. Though technology shrank the world, face-to-face meetings as a way of

networking are still highly valued.

In-depth theoretical and practical knowledge as offered by the Master of Science in International Event Management, will make your application for a job stand out.

Events can be roughly categorized in the following ways:

- **Leisure:** This includes big sport events like the FIFA World Football Cup, festivals like the Glastonbury Music Festival in the UK, or fashion shows in Tokyo or Paris.
- **Business:** Most businesses spend more than 8 % of their budgets on events-based marketing and branding, and from the head of marketing and branding to the most senior PA, Event Management is a constant feature of their business administration field.
- **Personal:** Planning personal events like weddings and anniversaries in a highly organized way and not just ad hoc have become common place.
- **Organisational:** This includes small business events like a breakfast meeting to huge conferences attended by thousands of delegates. Also falling under this category would be fundraisers, NGO and public sector events.
- **Cultural:** This would include celebrations around heritage like the Bastille festivities in France or Kings Day in the Netherlands.

The Master of Science in International Event Management is aimed at a range of students and practitioners from different backgrounds. Although the MSc programme will be suited to business professionals from a broad range of business administration fields, in all sectors and branches, it has been specifically designed for those who wish to pursue senior management positions within the

events industry or as preparation for further study in the field, such as a PhD in the field of events, or in the hospitality management, tourism management or other service sector management areas. Careers in the events industry for graduates of this Master programme include:

- **Project manager of international festival or event:** In an increasingly globalised world international events like the Olympic Games, conferences and festivals draw thousands of attendees. As manager you have final control and responsibility for everything from finance to operations and logistics - overseeing location, marketing, transport and accommodation.
- **Consultant for a service organisation:** Many organisations in the public and private sector lack managerial capacity and make use of external consultants in analyzing markets, guiding development or devising strategies to optimize the benefits of an event and ensure a broad database of suppliers and contractors. You can either work as an independent consultant or as part of a big consultancy firm.
- **Entrepreneur:** As owner of an events company, your goal is to make every event - whether a small breakfast meeting or an international fashion show - a success. A good reputation is everything in this business, if you want to make your company a success. Having in-depth knowledge of the industry, as provided by a master degree, will give you an edge over your competitors.
- **Lecturer and trainer:** With the growth in the service sector comes the need for a skilled workforce. Most higher education facilities today require their teaching staff to have a master degree. Lecturing in the events industry can be a highly fulfilling career.