



**UNTRIM**  
INTERNATIONAL

**THERE'S A WORLD  
TO EXPLORE**

**GRAND TOUR**

## Event Management 1

### The minor is about

- Event Management is a promising industry.
- Event Management scale is not merely local in nature but also International.
- The competition is getting fiercer.
- It does not merely need knowledge, skills and creativity but also strategies in order to secure a project.
- Designing and creating a convincing but feasible bidbook.

### Student Testimonial

"My Event Management experience on Bali was very spectacular! The Bali campus team is welcoming and helpful with all school issues and the curriculum is fun and challenging. The scheduling grants you a lot of freedom to explore the beautiful island, eat delicious (vegan) food and enjoy the culture."

Sander Bakker

Module 3 2019-2020

### Examination

- EMBL
- Client meeting
- Oral test
- Bidbook

**#AWORLDTOEXPLORE**

## Design, Bid and Win!

The MICE (Meetings, Incentives, Conferences and Events) industry is a fast-growing industry. It is a huge commodity in this century, worth multi-million-dollar. Competitions are getting fiercer. That is why, not only does it need skilled and professional event organizers but also those who are creative enough to make clients' dream events come true. Interpersonal skills, (project) management skills, a deep financial insight as well as the ability to have professional interactions with stakeholders, insights in new media and marketing knowledge are essential.

In this minor, students are challenged to act as members of a professional Event Organizer team who have to create a theoretical and empirical-based bidbook which will be tendered in order to win the bid to organize an-international-scale project for an event. Elements like stake-holder analysis, finance, risk assessment and management, how to run a festival, sponsorship, marketing should be incorporated in the bidbook. To provide students with the knowledge, expertise and skills, Event Management Based Learning (EMBL) sessions, various masterclasses and workshops facilitated by experts who have long been in the industry will be conducted. Fieldtrips to introduce the culture that may benefit in the bidbook-making and a client meeting to provide students with a real experience on how to deal with the clients are also carried out. A gala/module dinner is conducted to build the bond among students and to highlight the module a leisure activity - rafting is held as the closure.

