

Faculty of Higher Education

Subject Code	EVE502
Subject Name	The Events Industry
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	<p>The events sector encompasses a diverse range of event categories ranging from hallmark and mega events to community and corporate events. In this subject students will explore the similarities and differences between the various event types as well as the social impacts and current trends.</p> <p>An introduction to the concept of stakeholders including attendees, associations, suppliers, sponsors, consultants and the broader community provides context for discussions. The variety of design structures and the temporal nature of each event are also discussed. Key topics include:</p> <ul style="list-style-type: none"> • Identification of a range of event categories such as: <ul style="list-style-type: none"> - Sports - Music and entertainment - Conferences, conventions, exhibitions - Food and wine - Culture and arts - Public sector - Fundraising - Milestone events • Social impacts and the value of different event types • Current trends • Target market motivations
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Learning Outcomes	Explain the dynamic boundaries of the events sector.
	Categorise events by their unique characteristics.
	Discuss the intrinsic and extrinsic motivation for attending events.
	Examine the impact of a range of events

Assessments	Details	Weighting
	Presentation (groups of 2)	20%
	In class Test	35%
	Report	45%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Communication skills