

Faculty of Higher Education

<b>Subject Code</b>	EVE604
<b>Subject Name</b>	Event Stakeholders
<b>Credit points</b>	6
<b>Study Level</b>	Year 2
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
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<b>Subject Overview</b>	This subject explains the importance of stakeholders and event partners. It identifies and discusses the various internal and external event stakeholders, and examines approaches for prioritising and addressing diverse needs. It also examines approaches to the engagement, analysis and management of key stakeholders. Key internal stakeholders including employees, volunteers and contractors are discussed, as well as key external stakeholders including client organisations, performers, the host community, local authorities, emergency services, and the audience.
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<b>Learning Outcomes</b>	Identify and discuss the various stakeholders in an event context.
	Analyse the needs and influence of stakeholders within a variety of event contexts.
	Construct approaches to prioritising the needs and interests of event stakeholders.
	Demonstrate positive relationship development and negotiation skills.

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Stakeholder analysis	25%
	Case study analysis	30%
	Plan and conduct a negotiation	45%

<b>Graduate Attributes addressed in this subject</b>	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Interpersonal skills
	Communication skills
	Personal attributes - relationship management