Subject Code	EVE612
Subject Name	Business Events
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	In this subject, you will immerse yourself in the dynamic world of business events, including conferences, exhibitions, and corporate functions. You'll learn how Professional Conference Organisers (PCOs) work with government, associations, and corporate clients to deliver high-impact events that drive economic and cultural value. This subject will guide you through the complete event cycle — from stakeholder engagement and budgeting, through to supplier management, logistics, and post-event evaluation. By the end of semester, you will have designed, managed, and delivered a real business event, gaining confidence in professional communication, financial acumen, and stakeholder negotiation. This subject is ideal for students who want to work in the professional events sector and gain insight into how business events shape tourism, government agendas, and industry growth.

Learning Outcomes	Analyse the role of Professional Conference Organisers and their interactions with stakeholders in the business events sector
	Implement financial planning tools, including budgeting, forecasting, and negotiation, to develop a business event plan.
	Compare and contrast the political, cultural, and economic implications of business events in different contexts
	Organise and deliver a business event that meets professional and industry standards

Assessments	**Indicative assessments**	**Weighting**
	Event bid	15%
	Stakeholder plan and negotiation	35%
	Organise and deliver a business event (group) with impact and evaluation report (individual)	50%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Communication skills
	Personal attributes - Business acumen

Additional Information	Approximately 12 additional hours are required for preparation and delivery of the live event.

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