

Faculty of Higher Education

Subject Code	EVB601
Subject Name	Designing Business Events
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	This subject provides the foundation knowledge required to appreciate and understand the challenges associated with the planning and conduct of meetings, incentive events, conventions, exhibitions (also referred to as the MICE sector), conferences, tradeshows and corporate events. Students will design a business event plan undertaking a role of a professional conference organiser (PCO) to guide and facilitate the creation of an immersive delegate experience based on suitable venue choices, while achieving company and delegate motivational goals. The subject also explores changes in the business sector and the benefits of attending virtual business events. Key hosting issues, trends and the positive impacts of hosting virtual events are also examined.
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Learning Outcomes	Identify the key challenges associated with the planning and conduct of business meetings from various stakeholder perspectives (host, PCO, event owner)
	Explain the benefits of hosting business events and interpret the various impacts of conferences
	Design the key components of a business event program
	Examine the range of global trends and changes that impact on the planning of business events such as virtual and hybrid events
	Determine motivational goals and objectives for the design of a business event

Assessments	Details	Weighting
	Case study	30%
	Presentation (group assessment)	30%
	Business event plan (group assessment)	40%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Teamwork skills
	Communication skills