

## Faculty of Higher Education

<b>Subject Code</b>	EVB702
<b>Subject Name</b>	Business Event Project
<b>Credit points</b>	6
<b>Study Level</b>	Year 3
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	EVB601, EVB602, EVF701

<b>Subject Coordinator</b>
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<b>Subject Overview</b>	<p>This subject provides students with the opportunity to apply their knowledge of key aspects of business event management to develop a live conference undertaking the role of a professional conference organiser (PCO). A key focus is the need for collaboration with stakeholders such as marketing, catering, logistics, sponsors, venue managers, that are crucial in successful conference planning. With the goal of developing a program that matches delegate interests, students coordinate development of the event. Experiential learning activities include conference planning, marketing and communications, stakeholder collaboration and collation of delegate feedback. Students also reflect on the successes of the business event and evaluate the key skills and attributes required for any professional business event planner.</p>
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<b>Learning Outcomes</b>	Apply concepts associated with business event management to development of a live conference
	Develop a conference project based on a winning conference theme idea which meets delegates host and requirements
	Synthesise solutions relating to a live event undertaking the role of a PCO
	Develop strategies for collaboration and reporting with industry stakeholders
	Reflect on continuous improvement and knowledge sharing

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Presentation	30%
	Conference Project (group)	40%
	Reflection	30%

<b>Graduate Attributes addressed in this subject</b>	Preparedness
	Cognitive skills to analyse, critique and consolidate knowledge
	Teamwork skills
	Communication - written, oral, numerical