

Faculty of Higher Education

Subject Code	EVE504
Subject Name	Event Fundamentals
Credit points	6
Study Level	Year 1
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Dr Effie Steriopoulos
Effie.Steriopoulos@angliss.edu.au

Subject Overview	Event Fundamentals introduces students to the industry and explains the dynamic boundaries of the events sector. It discusses the core processes involved with the conduct and management of planned events. The subject examines the nature of planned events, the various event types, as well as their short and long-term impacts. Event management processes examined in this subject include the development of event concepts, the marketing and sponsorship of events, event budgeting and finance, staffing and human resource management issues, event logistics, legal issues in events, risk and emergency services, and the staging of events. Key milestones in the event process are explored from event initiation and development through to staging and evaluation. The concept of stakeholders is introduced and discussed with a focus on the need to engage and influence key event stakeholders. A key component of the learning experience is work-integrated learning such as site visits, guest speaker sessions.
-------------------------	--

Learning Outcomes	Describe the nature of planned events, the various event types, and their impacts.
	Identify key event management processes that contribute to the successful staging of planned events.
	Explain the motivation to attend various types of events and the implications in terms of event management processes.
	Recognise the importance of engaging and influencing key event stakeholders.
	Explore the dynamic boundaries of the events sector

Assessments	Details	Weighting
	Report	30%
	Presentation (group assessment)	30%
	Exam	40%

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