



Module Specification

Strategic Event Creation

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Part 1: Information

Module title: Strategic Event Creation

Module code: UMKDX4-30-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This experiential learning module provides you with the knowledge and understanding to strategically design, plan, monitor and manage a live event. Through this authentic learning experience, you will develop the skills you require to be globally conscious, purposeful, and reflective events practitioners.

Features: This is an authentic learning module that involves designing, planning, monitoring, managing and evaluating a live event. The module develops students'

skills in events management and teamwork while cultivating responsible and reflective events practitioners.

Educational aims: To provide an authentic learning experience for the application of design thinking, events management theory and legislation to generate and evaluate strategic outcomes from responsible events

To develop students as strategic, proactive, organised, resourceful, and capable team players with the ability to negotiate and budget

To develop students' ability to be globally conscious, purposeful, and reflective events practitioners

Outline syllabus: Indicative content:

Building relationships and teamwork

Event Design

Project Management

Budgeting, Fundraising and Sponsorship

Event Evaluation

Research Methods

Research Ethics

Risk Management

Sustainable Procurement and Supply Chain Management

Computer Aided Design

Crowd Management

Emergency Planning

Mitigating Environmental Impacts

Events Operations and Logistics

Learning from failure and prototyping

Event AV/Tech

People Management

Reflective Writing

New business acquisition

Part 3: Teaching and learning methods

Teaching and learning methods: As events are increasingly leveraged to generate economic, socio-cultural, and environmental outcomes and provide a return on investment and/or objectives, events managers need to be globally conscious and purposeful, adopt a stakeholder centric approach, and monitor and evaluate their success in generating desired outcomes.

This authentic learning module provides you with an opportunity apply design thinking, management theory and frameworks and legislation to the strategic design, planning, management, monitoring and evaluation of a responsible and inclusive live event.

Given the importance of teamwork within the events industry, the module adopts a team-based approach to the design, planning, management, monitoring and

evaluation of your live event. In addition to developing your ability to work as part of a team, you will develop skills in strategic management, resourcefulness, negotiation, and budgeting, as well as your ability to work proactively, and your organisational and communication skills.

You will also gain experience of using computer aided design (CAD) to develop a venue plan for your event.

Through evaluating your event and reflecting on the performance of yourself and others, you will develop your skills as a reflective events practitioner capable of identifying strengths and areas for development as part of a cycle of continuous improvement.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Create an Event Management Plan to ensure the delivery of responsible events

MO2 Plan how to evaluate an event and/or event related processes as part of a cycle of continuous improvement.

MO3 Use evidence to demonstrate a reflective events practitioner mindset.

MO4 Work effectively as part of a diverse team adopting various roles including leadership and demonstrate the ability to recognise and use the contributions of individuals within team processes.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 267 hours

Face-to-face learning = 33 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E40C6B24-AAD7-8BB1-CEC8-) via the following link <https://rl.talis.com/3/uwe/lists/E40C6B24-AAD7-8BB1-CEC8->

3410726B5860.html?embed=1&lang=en&login=1<i_relink_url=https://%2F%2Fuwe.rl.talis.com%2F%2Fti%2Flaunch.html

Part 4: Assessment

Assessment strategy: Assessment Task 1 - Portfolio (70%)

The Portfolio will comprise an individual Event Evaluation Plan (50%), a Group Event Management Plan (a functional document outlining key information for key stakeholders), and a Group Performance Review (20%).

Assessment Task 2 - Reflective Piece (30%)

Two short individual reflective multi-modal pieces on the learners' event and the robustness of the event evaluation (max 2,500 words or verbal equivalent delivered via presentation/discussion).

Assessment tasks:

Portfolio (First Sit)

Description: Individual Event Evaluation Plan, Group Event Management Plan & Group Performance Development Review.

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Reflective Piece (First Sit)

Description: Individual Reflective Piece (multi-modal).

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (Resit)

Description: Individual Event Evaluation Plan, Group Event Management Plan, and Group Performance Development Review.

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Reflective Piece (Resit)

Description: Individual Reflective Piece (multi-modal).

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Frenchay] MSc 2024-25