

Branch: Arts and cultural professions



Code: EVEMAN

Option: Event management

Level: Bachelor

Prerequisites: Baccalaureate

Opportunities:

EVENT MANAGER

As an event manager you can work for agencies, public institutions or companies. While you deal with different and changing clients in an agency, you are only responsible for your own business in other employers. In agencies you can quickly take on responsibilities and manage your own projects, but in companies you usually have more regular working hours.

CONGRESS ORGANIZER

As a congress organizer, you are constantly challenged to develop existing congress concepts and to innovate. You are responsible for the design, implementation and equipment of the event, create meeting points for trade fair visitors and exhibitors as well as suppliers and service providers and ensure that the event runs smoothly.

EVENT AND BANQUET MANAGER IN HOTELS

As a banquet manager, you will be responsible for the advertising and sales of events and will be in charge of the entire area, from the development of the offer to planning and execution to invoicing. Design of advertising material and preparation of cost estimates are also part of the job. If an event is booked, you provide the appropriate facilities and inform the kitchen, bar and service.

Description

In the UUT Event Management degree program, you will gain the fundamental background knowledge you need to help shape the events industry in the future. You will learn how to meet the expectations of guests and participants in the best possible way.

Exciting events and happy guests - that's what sets you off. So start your studies in event management now. At UUT, you will learn down to the last detail what is important in the organization, financing and successful implementation of events, concerts or exhibitions. As an event expert, you will pull all the strings behind the scenes with your business management skills and ensure the success of the whole event.

Specific competences:

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Quality and competences:

At the same time, you will be responsible for optimal costing, financing and profitable marketing. In detail, this means that you calculate the budget, choose the right location, manage public relations, take out insurance, find sponsors and take care of the financing. In addition, you manage the project for all the trades involved, such as event technology and catering. During the event, you are the first point of contact for clients, business partners and guests. And after the event, you write the invoices and take over the control. The modular event management programme also gives you the opportunity to decide in which branch of the industry you want to pursue your career. Would you prefer to work in tourism, the hotel industry or the event industry? It's all possible.