VIDZEMES
AUGSTSKOLA

FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION

Course Title:	**TECHNOLOGY AND EVENT DESIGN**
Course code (LAIS):	
Study programme:	**Tourism Organization and Management**
Level of Study programme:	☐ 1st level professional higher education
	☒ Professional Bachelor
	☐ Professional Master
	☐ Academic Master
	☐ PhD level
Type of Study programme:	☐ Compulsory course (Part A)
	☐ Professional specialization courses (Part B, compulsory)
	☒ Professional specialization optional courses (Part B, optional)
	☐ Elective courses (Part C)

Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	2	3	80	32	48

Course Author/ Tutor:	Lecturer **Ilona Beliatskaya**, MSc, MA
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	Consultation: according to the schedule for each semester
Study Form:	Full-time studies
Study year, semester:	Year 3, Semester 1
Language:	English
Prerequisites for the Course:	None
Course Summary:	The course is designed to provide students with an in-depth understanding of the complexity of event design. The course content will explore the theories and practices relevant to successful event planning, coordinating, marketing and management. From conception to evaluation, students will be challenged to create and design the event which follows the recent trends in event management and meets the needs of the target audience. Furthermore, the strong emphasis on technology will equip students with many of the necessary skills needed to create and design successful events. It is expected that after the course, the students will be in the full capacity to understand the fundamentals and impact of technology-friendly events in order to design event strategies for tourist destinations.
	The course includes interactive lectures complemented by the group discussions followed by hands-on seminars. Students are expected to complete the required readings before attending the actual classes, thus being able to contribute to the sessions.
Assessment:	Individual event report and group event project
Requirements for Credits:	The final grade will be determined by:
	• **Individual event report: 50%**
	Each student has to find an event that frequently occurs in their home country or preferred location (2000+ attendees). The selected event should come from one of the following categories: tourism & hospitality, business & trade, education, art & culture, technology & startups. The event report should cover all aspects of the event design, a special consideration should be given to technology used for the event experience.
	• **Group event project: 45%**
	Students will be asked to form groups – 3 or 4 students, to present the event planning and management process of their future events in front of the class. The future event should come from one of the following categories: tourism &

hospitality, business & trade, education, art & culture, technology & startups. The group event presentation should cover the principles of the proper event design and include a technology component to be applied in the future event.

• Participation and contribution to discussions: 5%

Students are expected to contribute to the lectures coming prepared with the assigned reading materials and actively participating in the discussion on the topic of the session and the exercises. Student participation will be judged based on the quantity and quality of the input in class.

All assignments must be completed and submitted by the mentioned deadline. The late submissions will be accepted but with the substantial deduction of points. The assignments must be prepared in line with the academic standards and instructions provided by the instructors. Also, the rules of the course attendance will be highly observed.

Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.

	Learning Outcomes	The evaluation methods and criteria
Learning Outcomes; the evaluation methods and criteria	**Knowledge**	
	In-depth knowledge about the recent trends, innovations, developments, challenges and opportunities affecting the events industry.	Lectures, individual work, group project
	Understanding of how to manage the key processes involved in the event design.	Lectures, individual work, group project
	Use of the latest advancements in the event technology to create successful events that will meet audience needs.	Lectures, individual work, group project
	Skills	
	Ability to identify the right technology solutions to be applied to successfully create and produce the meaningful events.	Lectures, individual work, group project
	Competencies	
	Competence to create an innovative and creative event design.	Lectures, individual work, group project
	Competence to apply knowledge to chosen event design to underpin choice and creativity.	Lectures, individual work, group project
	Competence to negotiate with key industry stakeholders and understand their involvement in the event design process.	Lectures, individual work, group project
	Competence to critically analyze all stages of event design and management.	Lectures, individual work, group project
	Competence to successfully produce a successful event that goes in line with the	Lectures, individual work, group

	recent trends in event management.	project
Course Compulsory literature:	**Reading materials:** 1. Boshnakova, D., & Goldblatt, J. (2017). *The 21st century meeting and event Technologies: Powerful tools for better planning, marketing, and evaluation*. Apple Academic Press. 2. Martin, V., & Cazarré, L. (2015). *Technology and Events: Organizing an Engaging Event*. Goodfellow Publishers. 3. Beech, J., Kaiser, S., Kaspar, R. (Eds.): *The Business of Events Management*, Pearson Education, Harlow 2014. 4. Fenich, G. (2014), *Planning and Management of Meetings, Expositions, Events and Conventions*, Pearson Education. 5. Getz, D. (2013). *Event tourism: concepts, international case studies, and research*. Cognizant Communication Corporation. 6. Ferdinand, N. and Kitchin, P. (2012), *Events Management, An International Perspective*, Sage Publishing. 7. Preston, C.A. (2012) *Event Marketing, How to successfully Promote Events, Festivals, Conventions and Expositions*, 2nd ed., Wiley Publishing. 8. Bowdin, G. (Ed.): Events Management, Elsevier 2011. 9. Berridge, G.: Events Design & Experience, Butterworth Heinemann 2007. 10. Van der Wagen, L.; Carlos, B.: Event Management for Tourism, Cultural, Business and Sporting Events, Pearson 2005.	
Course additional literature:	**Reports:** 1. The State of Event Technology 2020. Event Manager blog. 2. The sustainable future of meetings and events. Skift & IHG report 2019. 3. Taking it offline: how technology enhances the meeting attendee experience. Skift & Venetian Meetings report 2019. 4. Cvent and Socialtables report: Event Trends That Will Shake Up Meetings & Group Business in 2019. 5. Eventbrite pulse report 2019. UK & IE. **Websites:** 1. Meetings Professionals International: https://www.mpi.org/ 2. Professional Convention Management Association: https://www.pcma.org/ 3. International Congress and Convention Association: https://www.iccaworld.org/.	
Course confirmation date:	05. 05. 2020.	
Date of course description update:		

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Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	**Independent work hours**	
The date is specified before the implementation of the course	**Session 1:** Course introduction. Discussion of the course policy and syllabus. Event industry overview. Events typology.	**4**	**6**	Introductory lecture, case studies individual work
	Session 2: Event concept and design. Strategic planning. Event management process. Live versus online.	**6**	**8**	Lecture, case studies, individual work
	Session 3: Content and program. Marketing and audience engagement. Online activities.	**6**	**6**	Lecture, case studies, individual work
	Session 4: Event technology. Online platforms. Production.	**6**	**6**	Lecture, case studies, individual work
	Session 5: Live event experience. Digital event experience. Post-event: customer development. Data and analytics.	**6**	**8**	Lecture, case studies, individual work
	Group event project presentations Course summary.	**4**	**14**	In-class group event project presentations
	Hours total:	*32*	*48*	