

EMT315 Event Ideation and Conceptualization

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

EMT315 Event Ideation and Conceptualization aims to provide students with the skills to ideate, initiate, plan and develop an event. The students have to apply knowledge acquired from the course to ideate and conceptualise an event, and prepare a proposal, which includes the financial budget, execution procedures and establishing end of event evaluation indicators. Industry practitioners will be invited to assess the students' proposal and oral presentation.

Topics:

- Ideal Conceptualization
- Define Objectives
- Establish Team
- Understand the Participants
- Budget Creating
- Income Generation
- Promoting the Event
- Manage Risk and Uncertainties
- Logistic Organization
- Event Execution
- After Event Activities
- Events Proposal

Learning Outcome:

- Discuss the concept of ideation and conceptualization of an event
- Formulate the event objectives with key stakeholders
- Determine the financial budget, manpower and other resources for the event
- Propose novel and creative ideas for the event
- Conceptualize an event
- Prepare a detailed event proposal

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PROJECT PROPOSAL 1	20
	PROGRESS REPORT 1	20
Overall Examinable Components	FINAL PRESENTATION	15
	FINAL REPORT	45

Total	100
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