

Event Management

TRIMESTER 1

Bachelor & Diploma units

CONTEMPORARY ENTERTAINMENT & EVENT STUDIES

Context

UNIT DESCRIPTION

Students embark on an exciting journey into the world of event studies, and its position within a contemporary entertainment context and function. Understanding the economic, social, and technological contexts of entertainment and events. The subject examines core questions about their purpose, value, and audience experience. Exploring inclusivity, sustainability, and social accountability. Students gain valuable skills for effective management, entrepreneurship, and innovation. Bring your knowledge to life by building a creative event e-portfolio.

SUSTAINABLE EVENT MANAGEMENT PRINCIPLES

Principles

UNIT DESCRIPTION

This unit emphasizes sustainability in event management, including accessibility, inclusion, diversity, and community engagement. It covers key aspects such as risk and safety, budgeting, timelines, venue operations, catering, logistics, contracts, talent curation, sponsorship, publicity, ticketing, and stakeholders. It examines various event case studies in physical, virtual, and technologically mediated spaces to illustrate the importance of sustainable event management. Students apply this knowledge by developing a sponsorship and partnership strategy for an event proposal.

EVENT DESIGN & PLANNING

Practice

UNIT DESCRIPTION

This unit focuses on creative planning, experience design and ethical management of events. Students learn the key steps of an event management plan and adopt an entrepreneurial mindset. Learn through practice while considering the implications of theory on the planning, execution and evaluation of an event. Work autonomously and in groups to create a small-scale virtual or physical event from conception and planning through to delivery.

CREATIVE FOUNDATIONS

Creative Foundations

UNIT DESCRIPTION

Creativity is more than just inspiration; it is a skill, a discipline, and an essential tool for navigating the complexities of the modern world. In this unit, you will explore creativity's role across diverse disciplines and communities, gaining valuable insight into the ethical and cultural values that shape creative practice. You will develop critical skills to evaluate information, articulate ideas, and confidently reflect on creative work. By engaging with a dynamic community of students from across Collarts, you will have the opportunity to explore your creative potential and establish a strong foundation for your studies and future career in the creative industries.

Event Management

TRIMESTER 2

Bachelor & Diploma units

AUDIENCE ENGAGEMENT & EXPERIENCE

Context

UNIT DESCRIPTION

This unit focuses on the attendee experience as a central aspect of event planning and management. It incorporates psychological and sociological research, marketing and consumer choice studies to understand into audience motivation, emotion, perception, and behaviour. The unit also addresses cultural, generational, and societal variations in value and enjoyment, with a special emphasis on inclusivity and engaging underrepresented populations. Explore how innovative technologies and creative strategies can enhance the event professional's ability to create meaningful and memorable experiences for diverse audiences.

EVENT MARKETING & PUBLICITY

Principles

UNIT DESCRIPTION

This unit introduces creative brand management in events. Gain practical skills in consumer perception, sponsorships, market research, and diverse promotional strategies. Explore traditional and innovative online marketing techniques like social media, influencers, and user-generated content. Examine sustainable brand development, long-term event impact, and ethical marketing. Students present a promotion plan with market analysis integrated into the event experience design.

SOCIAL IMPACT EVENT PROJECT

Practice

UNIT DESCRIPTION

Students plan and deliver an event to create social value and promote community building. Considering sustainability and strategies for well-being, equality, and inclusivity. Students analyze risks related to community cohesion and cultural expression, as well as opportunities for positive social change. The unit explores event types, funding challenges, and the impact of events locally and globally. It emphasizes participation, accessibility, representation, and inclusivity as crucial aspects of event design and management.

INDUSTRY FOUNDATIONS

Creative Foundations

UNIT DESCRIPTION

In this unit, you will immerse yourself in the world of the creative industries and explore the many pathways to transforming your passion into a profession. Through insights from industry professionals and hands-on creative activities, you will develop a deeper understanding of how your industry operates while reflecting on your career aspirations and creative potential. From generating ideas to bringing them to life, you will experiment with flexible approaches to creative collaboration, working on cross-disciplinary projects that mirror real-world creative environments. By gaining a clearer perspective on the industry landscape, you will be better equipped to carve out your place as a creative professional and make confident, informed career choices.

Event Management

TRIMESTER 3

Bachelor units only

PROJECT MANAGEMENT

Context

UNIT DESCRIPTION

This unit equips students with the knowledge and skills to plan and deliver a range of creative industries event projects. Students will incorporate project management theory with practice and examine key theoretical and operational considerations of project management within creative industries event contexts. Students will plan how to deliver a project taking into account fundamental management considerations such as time, budget, scope, risk and stakeholders. They will become cognisant of the stages of the project management process, the project life cycle and the value of project resources. Students will gain the practical skills to use project management tools to plan, deliver and report on creative industries event projects.

MANAGING EVENT STAKEHOLDERS

Principles

UNIT DESCRIPTION

This unit focuses on personnel in event design and management including employees, contractors, exhibitors, talent, speakers, sponsors, funders, local authorities, emergency services, the host community, and attendees. Encouraging diversity and inclusivity at every stage. Students develop negotiation, emotional management, and conflict resolution skills, along with human resource strategies for recruitment and retention. This knowledge is applied practically by creating a comprehensive event people management plan, translating theoretical understanding into real-world event scenarios.

MANAGING EVENT SPACES

Practice

UNIT DESCRIPTION

This unit focuses on skills to design, manage, operate, evaluate, and maintain physical event spaces. These spaces include stadia, performing arts venues, museums, galleries, convention and exhibition centers, pop-up spaces, nature festivals, and outdoor urban events. Apply event management principles in designing and running events, reflecting on the role of space in shaping the experience. Explore logistics and creativity in event management, addressing site-specific considerations such as risk management, accessibility, sustainability, health and safety, security, traffic and crowd control, talent management, catering, ticketing, and infrastructure. Students apply their skills to real-life scenarios by developing a permanent venue audit and an event proposal.

TOUR MANAGEMENT

Creative Foundations

UNIT DESCRIPTION

The Tour Management unit will introduce students to the essential components of a successful tour including assembling a team, determining production requirements and logistics. At the same time, the students will learn the technical side of touring including logistics, balancing the needs of the various touring parties, scheduling, budgeting and risk. By the end of this unit, students are expected to present a tour plan for a client of their choice.

Event Management

TRIMESTER 4

Bachelor units only

PARTNERSHIP & FUNDING

Context

UNIT DESCRIPTION

In this unit, students explore the various sources of support and funding for the creative arts in Australia. Students will be introduced to the practical and legal implications of the various funding approaches and programs, the processes of applying for and negotiating funding agreements, and the rights and responsibilities involved in such arrangements.

EVENT FINANCE & REVENUE MANAGEMENT

Principles

UNIT DESCRIPTION

Students examine economic theories, organizational structure and finance management in the events industry. This unit equips students with a comprehensive understanding of consumer behaviour while exploring strategies for revenue optimization, fundraising, financial risk assessment, accounting, sales, and financial reporting. Understand how creative experience design requires rigorous financial management and solid organizational skills to ensure the economic, legal, ethical and social sustainability of an event or entertainment project. Develop valuable skills in grant writing and sponsorship, forecasting, budgeting and financial evaluation.

INNOVATION IN EVENT DESIGN

Practice

UNIT DESCRIPTION

This practical unit brings innovation to life in event design and delivery with a forward-thinking professional mindset. Students unleash their entrepreneurial mindset by leveraging resources and cutting-edge technology to plan, manage, and evaluate projects. Explore groundbreaking strategies from the experience economy and beyond, making informed predictions about future risks, opportunities, global trends, and consumer demands. Apply sustaining and disruptive innovation strategies, tailored to a project's scale and available resources. Students dive into the realm of virtual reality, artificial intelligence, blockchain, and passive energy systems, envisioning their potential in future large-scale events.

CREATIVE INDUSTRIES ENTREPRENEURSHIP

Creative Foundations

UNIT DESCRIPTION

This unit focuses on essential skills and knowledge for successful entrepreneurship, particularly in analyzing and planning new businesses. Exploring profiles and case studies of accomplished leaders across various fields. Students are encouraged to refine their career plans and anticipate decision-making and ethical challenges. Elevate your entrepreneurial prowess, learn from inspiring role models, and prepare for the dynamic world of creative entrepreneurship.

Event Management

TRIMESTER 5

Bachelor units only

ADVANCED EVENT MARKETING

Context

UNIT DESCRIPTION

In this unit students will further advance their knowledge in marketing events. This will include ticketing strategies and targeted marketing for specific community groups. Students will learn how to understand the behavioural patterns of a customer in order to create specific marketing campaigns to maximise the attendance at an event.

EVENT POLICY & REGULATION

Principles

UNIT DESCRIPTION

This unit focuses on the regulatory framework for event management including policies, permits, licenses, safety compliance and organizational governance. Gain valuable insights into regulatory procedures and the different forms of compliance required for events, aligning with local, state, and federal government policies. Students delve into community consultation and the roles of national and international event governing bodies, associations, agencies, and regulatory structures in managing event organizations. Explore the impact of regulatory reform on the events industry through case studies showcasing the pivotal role of regulation in event management, expanding understanding of event regulations and their implications.

EVENT MANAGEMENT CAPSTONE DEVELOPMENT

Practice

UNIT DESCRIPTION

Students develop an entertainment event design to be produced in the capstone unit during the final stage of the course. Students pitch a project concept that reflects their creative approach and demonstrates their theoretical, technical, and organizational knowledge. With guidance, they will develop an event plan, assess risks and opportunities, create a detailed budget and schedule, and outline a marketing strategy. Through teacher feedback and peer discussions, students refine their event plan, receiving valuable input on the creative and organizational aspects. Formulate a comprehensive event design plan, including risk assessment, schedule, and creative vision, ready for implementation in the Event Management Capstone unit.

ELECTIVE

Creative Foundations

UNIT DESCRIPTION

Students can select an elective from a range of offerings from other creative fields to enhance their discipline knowledge.

Event Management

TRIMESTER 6

Bachelor units only

EVENT EVALUATION

Context

UNIT DESCRIPTION

Students explore concepts and theories of project evaluation that they will be able to apply to the context events. Students will learn how to gain feedback in all phases of event management to improve the delivery of future events. Various evidence gathering models will be explored to assist students in evaluating the delivery and success of an event.

EVENT MANAGEMENT CAPSTONE PROJECT

Principles

UNIT DESCRIPTION

This unit builds on the Event Management Capstone Development unit in allowing students to implement their planned event design. Use knowledge and skills developed in the course to realise a professional quality project. Students run their planned event demonstrating capacity for management, problem solving and leadership while maintaining a professional demeanor in their teamwork and communication. Students critically reflect on their project, process and personal style, drawing valuable conclusions for their ongoing professional development and lifelong learning.

INDUSTRY PLACEMENT OR PORTFOLIO

Creative Foundations

UNIT DESCRIPTION

Industry Placement: This unit is to be completed in the last trimester of every student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. While it is a stand-alone subject, it aims to provide students with practical experience that contextualizes their course work to date. Event Management students will apply for, and successfully undertake 60 hours of practical placement.

OR

Professional Portfolio: This unit is offered as an alternative to Industry Placement and provides students with an opportunity to complete their course of study with a body of work that demonstrates their professional skills and creative vision. Students examine the practice of portfolio development as it relates to their creative profession and be exposed to a range of exemplar portfolios that demonstrates conventions of format, sound and/or image quality, and the range of possible materials that may be included in a professional portfolio based on the relevant industry.