

Organization of Conferences & Event Management

The aim of this course is to help students acquire an in-depth knowledge about the specialized field of event management and become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events and conferences. The course is designed to facilitate a free exchange of ideas and information among students, the instructor and guest speakers experienced in the management of special events and conferences. To the extent feasible, students will be provided opportunities for direct observation of and hands-on involvement in the planning and staging of one or more special events.