

EVENT MANAGEMENT

What can I do with a major in **Event Management**?

The Event Management major prepares students for exciting, impactful and satisfying careers as special event planners, meeting and convention coordinators, community festival and concert promoters, sport and hallmark event directors, hospitality venue managers, event marketing account executives, and many other positions working in the private, non-profit, corporate and government event sectors.

The Club

Our students have organized a student government funded club, Planning on Point (PoP). Members volunteer for local events and meet with event planners on campus and at their venues. In recent years students have attended the North Carolina Association of Festivals & Events showcase in Charlotte, NC, HSMIA meetings in Raleigh, NC, the International Association of Conference Centers convention in Philadelphia, PA, and the International Festivals & Events Association conferences in San Diego, CA and Williamsburg, VA. Several members have also completed bridal certificate training.



The **Event Management** Major

Our major is uniquely positioned as a leisure services-based event management bachelor degree. It prepares students for a variety of roles in one of the world's fastest expanding fields of employment. Our curriculum combines festival and event management courses with core communication courses, experiential research projects, community service opportunities, practicums and internships.



The Best

For four consecutive years, our program has been awarded the Pinnacle Award for the Best Event Management bachelor's degree by the International Festivals & Events Association.



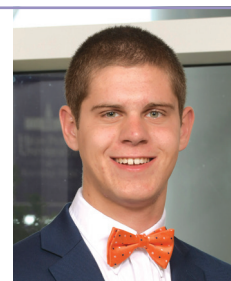
Meet **Ryan**

Hometown: Richmond, Virginia

Major: Event Management

Clubs: Presidential Scholars, Alpha Phi Omega

Leadership Positions: Resident Assistant, President's Seminar Usher, Alternative Spring Break Trip Participant



What I Like Most About HPU: Each day at HPU there is an opportunity to learn something new and make a difference, whether it be through volunteering in the community, in the classroom, or by spending time on our beautiful campus.

Why I Chose HPU: "From the day I toured High Point University, I knew it was where I wanted to spend my next four years. In the event management program, students spend time volunteering and exploring a variety of events in the Piedmont-Triad beginning in the first introduction course. Professors take pride in working with students to discover their potential and find their way into industry. Additionally, HPU provides a variety of events and experiences for students to grow personally, intellectually, and professionally."

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The Curriculum

Required Courses – 54 credit hours:

Introduction to Experiential Event Management (4)

Event Planning & Evaluation (4)

Human Communication (4)

Graphic Software Packages (2)

Networking and Professional Development in Event Management (2)

Event Operations (4)

Experiential Services Marketing & Sponsorship (4)

Administration of Festivals & Events (4)

Events for a Diverse Society (4)

The Management of Risk and Legal Issues in Events (4)

Principles of Event Experience Design (4)

Senior Seminar in Event Management (4)

Internship in Event Management (4)

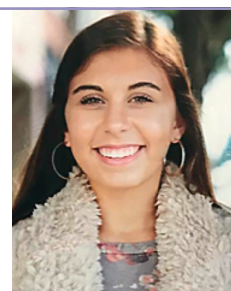
Choose from 3 Special Topic Electives (2)



Where are Alumni & Interns?

- A GEN C – Los Angeles, CA
- Alumni Affairs – Harvard University, MA
- Baptist Children's Homes of NC
- BMF Media, Hotwire – New York, NY
- Buckley Hall Events – New York, NY
- Disney Professional Internship Program – Orlando, FL
- Disney Magic Kingdom Food & Beverage – Orlando, FL
- Enrolled within various graduate school programs
- Event Planning D.C. – Damascus, MD
- Fiddlers Elbos Country Club – Bedminster, NJ
- High Point and Colonial Country Clubs – NC
- H.I.S. Events – Honolulu, HI
- HPU Alumni Association, Campus Concierge, Community Events
- Intern – Rock and Roll Hall of Fame, Cleveland, OH
- LaBelle Winery, NH
- Mac & B Events – Charleston, SC
- Marriott Waterfront Hotel – Annapolis, MD
- Mercedes-Benz Stadium, Atlanta, GA
- Metropolitan Opera, New York, NY
- Millennium Center – Winston-Salem, NC
- National MS Society – Greensboro, NC
- New York Jets
- O. Henry & Proximity Hotels – Greensboro, NC
- Orlando Magic and Orlando City Soccer – FL
- Starpower Talent – Ocean City, MD
- Something Perfect Weddings – Charlotte, NC
- Vanguard Events & Marketing – Raleigh, NC
- Virginia Capital Trail Foundation
- W Hotel – Dallas, TX

Meet Sarabeth



Hometown: Lexington, NC

Major: Event Management

Clubs: Planning On Point, Alpha Chi Omega, Alpha Lambda Delta National Honors Society, National Society of Leadership and Success

Leadership Positions: Nido R. Qubein School of Communication Student Advisory Board, Vice President Recruitment Information of Alpha Chi Omega

What I Like Most About HPU: "At High Point University every faculty member works diligently to help every student succeed."

Why I Chose HPU: "When I first stepped foot on the HPU campus I was given a sense of family, felt safe and right at home. I quickly knew I wanted to be an Event Management major and learned that HPU offered all the right tools to further my experience and learning in this field with a hands-on environment. I knew I would be challenged by the faculty to think extraordinarily and have a great support system on campus. When I complete my four years at HPU I feel that I will be more than prepared to step into an Event Management position."

For more information about HPU's Event Management Program, contact: