



2025 - 2026

Master Strategic Events Management



2 years, 60 ECTS



EU/EEA:
before 15 August



Master of Arts



Group size:
appr. 20 students
(60% international)



1 day of lectures
1.5 days of
independent study



EEA tuition fee *
€1,820 (2025-2026)

* Please check BUas.nl
for detailed information

A programme for young professionals with some degree of experience in events to specialise further in the dynamic, fast-moving and experience-focused events industry. You will learn to approach events as strategic tools, enhancing both the event itself and its impact. This is a two-year, part-time programme where you have classes on campus one day a week.

STRATEGIC VALUE CREATION

- > You will learn about how to design, personalise and deliver engaging experiences that will help events and their stakeholders to achieve their aims more successfully. Events therefore arguably act as 'value creation platforms', which can deliver different forms of value to individuals, social groups, businesses and society at large.
- > With personalisation, learning communities, high-impact learning and connectivity as guiding principles, you will work on a final graduation challenge which is relevant to the professional context you operate in.

WANT TO APPLY?

You are more than welcome if you have:

- > a bachelor's degree, for example in the field of: leisure, events, tourism, sports, hotel, facility, culture, communication, business or economics.
- > a part-time job or traineeship.
- > a record of relevant work experience and a strong personal motivation, not only based on career motives.
- > an EU/EEA nationality.

Eligible candidates will be invited for a selection interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Recognised by WLO as a World Leisure Centre of Excellence
- + The only master's programme in Strategic Events Management in the Netherlands
- + Focus on events as a tool for strategic value creation

Year 1

Modules

- > Innovation & Change
- > Business Strategy
- > Sustainability & Responsibility
- > Event Marketing
- > Experience Design

Year 2

- > Collaboration & Co-creation
- > Strategic Value Creation
- > Graduation

Go to **BUas.nl** for a complete curriculum overview as well as study module introduction clips.



Examples of jobs after graduation

- > Global Events Manager
- > Strategic Events Manager
- > Marketing Manager
- > Creative Strategist
- > Creative Events Producer
- > Head of Events
- > Sustainable Manager
- > Corporate Events Manager

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via **BUas.nl/en/chat** or send them to **strategievents@buas.nl**

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**



Visit our *LinkedIn showcase page*



Transforming hands-on concepts to a next level

“This master’s programme has allowed me to transform hands-on concepts within the business events industry to a next level by adding value and co-creating a longer-term strategy. The modules of Sustainability & Responsibility and Innovation & Change not only contributed to my growth as a Strategic Events Manager, but also actually instigated change at my employer’s.”

Steffan

Meeting Manager at La Vie Utrecht