



2026-2027

## Master Strategic Events Management



2 years, 60 ECTS



EU/EEA:  
before 15 August



Master of Arts



Group size:  
approx. 20 students  
(25% international)



1 day of lectures  
1.5 days of  
independent study



EEA tuition fee \*  
€1,886 (2026-2027)

\* 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 few years 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**

### The pluses of this master's programme

- + Education in co-creation with the industry
- + Students assignments contribute to the development of the industry
- + Professionalising and innovating the industry

## Year 1

### Modules

- > Innovation & Change
- > Business Strategy
- > Responsible Event Strategies
- > 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 anything else? Ask them via **BUas.nl/en/chat** or send them to **strategievents@buas.nl**

Some of our industry partners:



### Open Days | On Campus

- > 22 November 2025 | 11.00 - 14.00 hrs
- > 7 March 2026 | 11.00 - 14.00 hrs
- > 9 April 2026 | 18.00 - 21.00 hrs

### Digital Discovery Day | Online

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



Visit our *LinkedIn showcase page*

### You join a class full of young professionals

"The most interesting aspect of this master's programme is that you join a class full of young professionals, each working within the events sector, and each bringing their own knowledge and expertise. These diverse backgrounds ensure that you learn not only from the lecturers but also significantly from your fellow students. It is a dynamic learning environment where practical knowledge is frequently applied, and many concrete examples from the sector are used."

*Sanne*

Master's student



CREATING MEANINGFUL EXPERIENCES