

# Exchange at Academy for Leisure & Events Management (ALE)

Specialization Events for Business year 2 - Spring semester 2026-2027



CREATING MEANINGFUL EXPERIENCES

## Important to read first

The Academy for Leisure and Events Management offers international students the opportunity to take part in an exchange programme. We are grateful that you have chosen to explore the possibilities! Please see the overview below for which programmes can be followed when.

Please note that 'year 3' programmes are open to incoming exchange students who are in year 2 in their own country. If you are not sure if the level is appropriate, please contact the coordinator via [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)

Please indicate in your application which specialisation has your preference. Due to maximum numbers of students per group, the specialisation of your choice might not be possible. If that is the case, you will be contacted to discuss which specialisations have places available.

	Fall semester	Spring semester	Extra information
<b>Leisure and Events Management- regular track</b>	x (year 2)	x (year 3)	
<b>Sports and E-sports</b>	x (year 2)	x (year 2)	
<b>Urban Life and Placemaking</b>	x (year 2)	x (year 3)	
<b>Music and Dance Events</b>	x (year 2)		
<b>Events for Business</b>	x (year 2)	x (year 2)	
<b>Attraction and Theme Park Management</b>	x (year 3)		
<b>Social Innovation</b>		x (year 2 or 3)	

If you are interested, please let us know via [incomingexchange@buas.nl](mailto:incomingexchange@buas.nl) and we will contact you.

We wish you good luck making your choice and look forward to welcoming you to you BUAS – Academy for Leisure and Events!

# Welcome to Events for Business!

## Year 2 – semester 4 (Spring semester) – 2026-2027

Events for Business is a specialisation of the programme Leisure and Events Management at the Academy for Leisure, which follows the propaedeutic phase. It is a (inter)national and English taught programme.

### **Plan (term 3)**

In the unit “Plan” you will dive in the world of the strategic use of events. After this phase you will know how events can be used strategically. An organization decides to use an event to achieve objectives within a certain period of time. Objectives can be marketing communication, customer relationship branding or city marketing objectives. You will work on the development of a strategic concept for an organisation in the brand/marketing department sub-sector, based on one of the aforementioned starting points. Topics within Plan are: analysis of values, strategic use of events, branding, marketing, positioning, segmentation, persona’s, vision, concept, intended experience, concept design and revenue models.

### **Do (term 4)**

In the unit “Do” you will dive in the world of concept and design of an event that should be developed from strategic objectives. The concept should be based on the values of visitor groups and on the values, vision and mission of initiator of the event. The starting point is the concept developed, which must then be worked out in detail, taking into account the experience, logistics, media and hospitality. Topics within Do are: Imagineering, hospitality design, logistical design, content marketing, social media, multimedia, on-line marketing and accountability.

### **Personal Development (including English)**

With personal development you will dive deeper into your personal and professional self in relation to your (professional) environment. This Personal Development course line takes a whole year. Students who are studying here for the Spring Semester, take part of only the second part of Personal Development program.

## 1.1 Key dates

To be decided	Introduction International students
1 February 2027	Start Academic Programme
8 - 12 February 2027	Spring Break
26 April - 30 April 2027	May Holidays
5 - 6 - 7 May 2027	Holidays
9 July 2027	End of semester

Course codes	Course name	EC
DLE2.PRDC-1EFBB	Personal and Professional Development	5
DLE2.MACD-1EFBB	Marketing and Concepting	5
One of the following two courses, this depends on participation in an international project. Please contact <a href="mailto:LEMexchange@buas.nl">LEMexchange@buas.nl</a> before completing the learning agreement.		
DLE2.BRBP-1EFBB	Brandbook / Pitch project	5
DLE2.BRBP-1EFBB	Brandbook/ International project	5
DLE2.EVDE-1EFBB	Event Design	10
DLE2.PRDD1EFBB	Personal and Professional Development 3 English Business communication	5
		<b>30</b>

**Course codes may change – please check carefully at start of the semester.**

## 1.2 Learning goals “Plan”

During this the first part of semester 4, called Plan, students will learn about the translation of strategic objectives to concepts for events.

More specifically, the main goals are:

- Translating market and value research into creative experience concepts
- Developing and working out marketing strategy
- Gaining insight and applying knowledge of the different topic of branding;
- Gaining insight and applying knowledge of the different topic of (event)marketing;
- Gaining insight and applying knowledge of the different topic of concept development;
- Developing appropriate revenue model for event concepts
- Pitching the developed strategy and concept to the commissioner

### 1.3 Learning goals “Do”

During this the second part of semester 4, called Do, students will learn about the concrete translation of the strategic use of an event into the design of the experience.

- Analysis supply and demand, preferably in a co-creative way (with design research tools). This is the A phase -> briefly during the Design sprint
- Create or adjust a concept and/or a vision based on shared values. This is the C phase -> briefly during the Design sprint
- Design an experience with experience instruments and/or the marketing mix/(online) communication tools. This is the D phase.
- Facilitate a creative session yourself for this phase
- Create an engagement platform or write a proposal for an engagement platform. This is the E phase.

#### Mode of delivery

In the "Do" phase, you move from strategy to action by translating a concept into a fully designed event for a real client. Working in teams, you develop a meaningful event experience grounded in the client's objectives, target audience values, and organisational vision. You will go through a step-by-step process: from concept development and defining intended emotions, to designing the full event journey across pre-, during, and post-event phases using experience instruments and the Hero's Journey framework. Hospitality design, logistics planning, and sustainability (linked to the UN's SDGs) are integral parts of your work.

#### Assessment

Alongside the event design, you create a complete marketing and communication plan with a digital focus, selecting channels, building a content calendar, and visualising campaign assets. The block culminates in a final presentation where you showcase both your refined design plan and your marketing strategy.

#### Course organiser

Paul Trouw

### 1.4 Learning goals Personal Development (including English)

With personal development you will dive deeper into your personal and professional self in relation to your (professional) environment. This Personal Development course line takes a whole year. Students who are studying here for just 1 semester, take part of only the first part.

The program focuses on 4 main topics:

1. getting to know the event for Business sector.
2. developing skills
3. exploring your own role as a future leisure professional in this field
4. your personal branding (Who am I as a 'brand' and how can I communicate as such?)

Key questions are: Who am I? What can I do? What do I want?

Personal development offers you a learning environment, in which you inspire yourself and each other. As you can see in the overview below with ILO's, professional leader focuses on:

- your development in relation to a team and learning community.
- the development of an intercultural perspective
- the development of your creativity and a facilitating others to be creative.

- life-long learning. You learn to take ownership of your learning.
- using feedback as a valuable tool
- your development of being ethically and socially responsible.

### **Mode of delivery**

Personal & Professional Development (PPD) focuses on you as a future professional in the Events for Business industry. Throughout the year you explore your strengths, develop professional skills and build your identity within the international event sector.

During interactive workshops you work on topics such as intercultural awareness, networking, feedback skills, personal branding and industry trends. You also participate in industry-related experiences, familiarization trips and networking opportunities with professionals from the events industry.

### **Assessment**

Students reflect on their development through written reports and conclude the year with a personal presentation and conversation about their growth as a professional.

### **Course organizer**

Rowdy van den Nieuwenhuizen

## **1.5 Communication – English**

As part of the Events for Business programme, you will be offered a series of English workshops that support your corporate quest during year 2. The materials offered in them will run in tandem with the general objectives of the E for B course, to help you formulate business, social media and other related communication. All the main skills of language learning will be covered, but with a focus on business vocabulary and formality.

Semester 4 will continue to provide opportunities for you to write and select products for your website. Writing skills will be split into several categories:

- Creative writing
- Promotional writing
- Business correspondence
- New media writing

The communication part carries 3 EC of the total number of EC this block.

### **Mode of delivery**

There will be workshops and sessions with active student participation.

### **Course organiser**

Ms Catherine Jones

## **More information**

Please contact Annet Ghering if you would like more information – email: [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Mgr. Hopmansstraat 2  
4817 JS Breda

P.O. Box 3917  
4800 DX Breda  
The Netherlands

PHONE  
+31 76 533 22 03

E-MAIL  
[communications@buas.nl](mailto:communications@buas.nl)

WEBSITE  
[www.BUas.nl](http://www.BUas.nl)

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