

- > Open to students with 4 year Bachelor degree or international equivalent
- > Paris and/or La Rochelle

MSc Master of Science in Strategic Event Management

www.ecoledetourisme.fr

www.esc-larochelle.fr



Groupe Sup de Co
La Rochelle
Business School

Outline of the MSc in Strategic Event Management*



Dr. Luc BEAL
Director of the MSc

EDITORIAL

The MSc in Strategic Event Management aims to train high-potential professionals with a thorough understanding of these ongoing transformations, and who hold the necessary techniques, methods and management skills.

Year-round non-attendee engagement:

The current organisation of the event industry is "episodic" since a show or event usually takes place during a short time in the year, and is unavailable the rest of the year. Today, event management has to include social media sites on both a pre-show and post-show basis. The growth of social media communities now enables shows and events to participate in these communities as active "members" on a year-round basis.

Memorable event experience:

Designing an exceptional event experience is crucial if one wants attendees to remember it. The growing complexity of brands' communication strategies however requires an intimate understanding of the targeted stakeholders (customers, retailers, employees, opinion leaders...). Likewise, the relevance of the planned event within the overall communication road map must be well understood.

Technology for events:

Technology currently allows year-round, 360 degrees communication towards committed stakeholders; technology also allows for hybrid events to create an opportunity to attract the virtual audience to a live presentation, which also subtly redefines the attendees profiles. Technology therefore extends the value and concept of a show.



EXPERT TESTIMONY



Luc DELAFOSSE,
General Manager,
Hôtel de Crillon (Palace Hôtel,
Paris)

Designing and realising events is a fundamental business unit at Hôtel de Crillon. It is part of the essence that we profoundly understand our client's needs in order to deliver the exceptional service which is expected from a palace hotel. In an intense competitive environment, we need to create events perfectly matching the client's communication strategy, while offering memorable person to person experience to the attendees. The MSc in Strategic Event Management of La Rochelle Business School trains the kind of professionals able to meet such a challenge.



Mrs Zdenka CONFLANT
Head of event sales & organization
Business Solutions,
Disneyland Paris

Disney's core promise hasn't changed since Walt Disney made it clear that he wanted to create emotions through magical experiences. However, continual change is the dominant factor in meeting industry which we have to keep up with. Any strategic decision has to involve not only the things as they are, but the way they that we could imagine them being in the future. Reliable knowledge on the future, as well as the capacity of anticipating it, is the key to success. The MSc in Strategic Event Management of La Rochelle Business School is clearly a valuable source for finding the talents of tomorrow. Not only will their strategic thinking and approach be essential to our key business practices, but also these fresh talents will enhance Disney's already rich heritage.



Benjamin CHELLIAH
Director of Corporate Communications,
BlackBerry Asia Pacific

Event management is an exciting journey to be part of. Each event tells a different story. From organising a gathering within your community to building brand awareness for your organisation to represent your country, events are often seen as a vehicle to deliver a message. Through events, companies are able to build their brand credibility and increase confidence amongst both customers and stakeholders, whilst providing an avenue to build on business opportunities.

Think about organising the Olympics opening ceremony, the Superbowl half time show or the event unveiling a global brand's latest smartphone, and think how rewarding this would be for you.

With the introduction of skillsets and knowledge shared by the MSc in Strategic Event Management of La Rochelle Business School, you will be able to understand the depth that goes into event management and sense of pride that tags along with it. We believe that thanks to the MSc, you will not only prepare your career, you will enhance your life skills as well.

Programme courses

Each course is concluded with an outline given by a professional expert on relevant career opportunities. A consulting project will be carried out throughout the year at the behest of a major international event-related institution.

- > Action Learning Seminar.
- > Events as a part of strategic communication for brands.
- > Attendee typology and engagement.
- > Event life cycle management.
- > Experience design for events.
- > Technology for non-attendee engagement and sustainable events.
- > Events in the business model of hotels.
- > Team management.
- > Monitoring event's performance and impact on client's bottom line.
- > Event Market: trends, business models throughout the value chain.
- > Final Dissertation.

A few professors

Dr Harold BOECK
UQAM, Canada

Dr Luc BEAL
Groupe Sup de Co La Rochelle

Dr Nathalie MONTARGEOT
Groupe Sup de Co La Rochelle

Dr Dominique REAU
Groupe Sup de Co La Rochelle

Dr Hugues SÉRAPHIN
The University of Winchester,
England

Dr Marc STICKDORN
Service Design Network,
Management Center Innsbruck,
Austria

Dr Vincent TUNG
University of Hong Kong School
of Hospitality & Tourism, China

Objectives

This programme trains high-level executives fully understanding the company's communication strategy and able to develop event-driven projects for companies and organisations in the most varied activities such as luxury brands, customer packaged goods, luxury hotels, tourism institutions or other service industries.

Courses take place in Paris, one of the world's main destinations. Major brands in luxury, hospitality, PCG (packaged consumer goods) and services are established in the capital city of France. Students have the opportunity to take part in their overall communication strategy and major events in particular. Proximity to London and Brussels maximises opportunities to be involved in global projects.

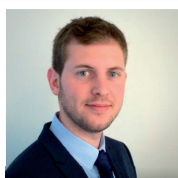
The MSc programme starts in late september 2015. It is organized in a work-study rhythm : one week a month at school (courses and other curricular activities), three weeks a month in internship (events, communications department in technology, consumer goods, services or hotel industry).

TARGETED JOB POSITIONS:

- **Brands (luxury, consumer goods, technology, services, etc.):**
project manager, communication strategist (off-line communication, events management)...
- **Pure players in the event industry:**
site manager, key account manager...
- **Luxury hotels:** key account manager, event manager, business developer...



GRADUATE TESTIMONY



Antoine LENEVEU Class of 2014

Position: Business Developer - Sodexo PRESTIGE Venues & Events
> **SODEXO Group - 430,000 employees**

"When I organise an event, I always design a personalised offer to match my customers' communication needs. I spend a lot of energy analysing, the company strategy and the targeted communities (e.g. new product launch...). I am establishing a privileged, long term relationship with my customers. Thanks to the MSc, I learned that in order to really make the difference, one must understand the value-added of events in the companies' business strategies".



Antony CAIRON Class of 2015

Position: Assistant Project Manager – Direct Sales, Digital Department
> **Coca Cola Enterprise-France**

"The MSc was a perfect match with my responsibilities at Coca-Cola Enterprise. Indeed, I was involved in the launching of the new Coca-Cola Life in January 2015. My job is to coordinate online and offline events towards specific distribution channels. This MSc is perfect for whoever wants to become both a creative event designer and a communication strategist in any industry".



Hélène Bailly Class of 2015

Position: In charge of Special Events – Disney Business Solutions
> **Disneyland Paris - 14,500 on site employees**

"Even a major actor like Disney cannot rely on its sole name to convince brands to trust it with their events only. One must today intimately understand the brands' communication strategy towards its communities (customers, shareholders, distributors, etc.) that the event is aimed at. The MSc gave me a boost in being able to operate directly with major customers and convince them that Disneyland Paris is their most suitable partner".



Bruno HUSSON Class of 2015

Position: Project Manager,
> **Hyatt Regency Paris Etoile**

"Event services generate important revenue and are therefore strategic for a hotel manager. It is essential for a hotel to understand companies' communication needs to be able to design memorable event likely to enchant guests. The MSc programme made me realise how fundamental strategic event management is for the hospitality industry".

Applying and financing your studies

• Financing your studies

The combined work/study "Alternance": this system enables students to finance part of their study programme. In the case of a "professionalization contract", the employer pays the students' tuition fees (subject to acceptance by the official financing institutions). In addition, students over 21 receive a salary equal to 80% of the French national minimum wage (SMIC). Another option of undertaking paid internship periods in alternation with periods of study is also possible. For more information: www.esc-larochelle.fr/eng

• Key figures

- 7 Higher Education Management programmes*
- 3,280 students (including 780 international students)
- 28 nationalities
- 162 university partners across 44 countries
- 50 multinational industry partners
- 160 professional staff
- 104 permanent professors, of which 27% are international
- 58 research professors
- 11,200 graduates
- 42 student associations and clubs
- 10,500 m² of premises with WIFI access

*Undergraduate, Postgraduate and Executive Education

• Entrance exam enrolments

- Enrol on line at: www.esc-larochelle.fr/eng
- For more information, please contact:
French students:
Chloé Makarof: +33 (0) 546 51 77 04 • makarofc@esc-larochelle.fr
International students:
Bénédicte Julien: +33 (0) 546 51 77 71 • enquiries@esc-larochelle.fr

• Placement Survey

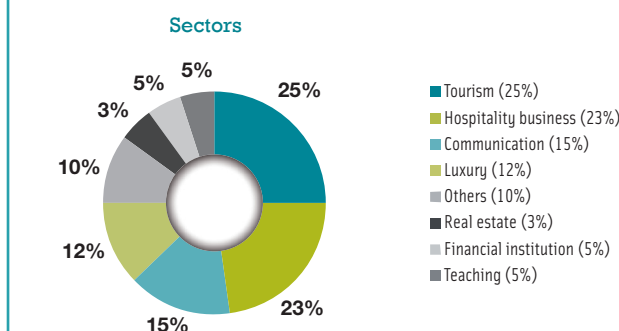
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Job search period

96%
of our graduates are employed 6 months after graduation

39%
have a job contract before graduation

Salary after 3 years: 45 K€



• Among our partners companies:



Groupe Sup de Co La Rochelle

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www.esc-larochelle.fr/eng

Our overseas offices

China - Beijing • Mexico - Mexico • Morocco - Casablanca
Russia - Moscow • Senegal - Dakar • Turkey - Istanbul



une école



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> Access à Bac+4

> Paris and/or La Rochelle

- Destination Management
- Event Management
- Hospitality Management

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