

**Verslag ontwikkelgesprek**  
**Opleiding: Leisure Management**  
**d.d. November 24, 2017**

**Development interview**

The panel advises the programme team to profile Events more clearly, even so far that it is on equal footage with Leisure. The naming of the programme 'Leisure and Events Management' suggests that the programme provides equal weight to both disciplines. Thus, it suggests a need to integrate Events Management at each stage of the programme, not just at the final stages of the Bachelor's Degree when students specialize. This is especially important for those taking the Associate Degree because they will not be exposed to sufficient Events Management content as the programme is currently conceptualized when the programme is re-branded. As of now, the Associate Degree students are not ready yet to start as (assistant) event managers.

However, as the programme has not been launched yet and there is the possibility to brand it in another way. The panel also suggests giving consideration to branding the programme as 'leisure with events', instead of two separate working fields. The programme team could also consider when branding the programme: the worth of branding these themes separately or combined. The panel advises to think of implementing Moodboards and Persona in figuring out what to do, and establishing that students are qualified with the proper 21st Century Skills. The panel thinks it would be nice if the programme team can find the balance between leisure and events. The panel recommends involving the working field/ leisure industry in developing this idea.

The programme team could also consider including the theme of Festival management. Overall, the programme team should keep an eye on profitability within the leisure sector, 'Follow the money', and be aware of trends and developments within e.g. the ageing and the health sector. On the other hand, the programme team should stay alert and be critical of the downside of the Event Industry, such as the negative economic, social and environmental impacts. It is good to keep focusing on Events & Technology, the analysis and use of Big Data, the relevance and use of Social Media, and cross-overs between disciplines in leisure and events.