Classroom to Field: An Experiential Learning Experience in Event Management

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This experiential learning experience helps students make connections between theoretical knowledge and practical hands on experience with event management. After salient concepts are presented in a traditional classroom format, students attend a sporting event with the instructor, to observe the practical application of theoretical concepts. Next, students design and execute a one-hour “pop-up” event that incorporates the theoretical concepts demonstrated. Learning from the pop-up event is then applied to the final part of the assignment, where students plan and execute an “event-within-an-event” at a college sporting event, in order to demonstrate understanding and mastery of basic principles of event management.