



NATIONAL
TOP 5
Communication
Événementielle
5th in ranking

INTERNATIONAL
TOP 15
Event and Leisure
Management
12th in ranking



MSc®

INTERNATIONAL EVENTS MANAGEMENT

COMMUNITY, EXPERIENCE AND MEETING DESIGN FOR SOCIAL TRANSFORMATION

Paris Campus | September | Full Time | 1 year | 4 years of higher education TOEIC ≥ 790 - IELTS ≥ 6 | Master of Science

PROGRAMME HIGHLIGHTS +

- + 100% English-taught programme
- + Multicultural team of lecturers with internationally recognised academic or professional backgrounds in collective intelligence & innovation, community engagement & management, and experience, meeting and event design & management
- + Case studies or consulting projects
- + Additional, cross-cutting courses supporting your future professional capabilities
- + CGE Label Degree approved by France's Ministry of Higher Education and Research (Master's level)



EM NORMANDIE HIGHLIGHTS +

- + A Business School holder of many national and international accreditations: EQUIS, AACSB, AMBA and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 100 lecturers
- + 5,000 partner companies
- + More than 23,000 members of the EM Normandie Alumni association



To conduct change while being socially and environmentally responsible and sustainable, organisations are increasingly using social innovation methods which incorporate their various communities and stakeholders. These strategic methodologies can be activated by designing and delivering participatory experiences likely to engage people and foster collective intelligence. Be they live or digital, community stewardship and purpose-driven meetings and events might be powerful instruments for building and developing enhanced relationships with stakeholders. They also contribute to strengthening organisations' capabilities to cooperate and co-innovate with them, and ultimately to secure their acceptability by civil societies.



This programme is aimed at training future experts in new methodologies based on relationships, creative experiences and meeting & event designs. These can be used by socially responsible organisations to engage their stakeholders, and cooperate and innovate with them. The programme features multicultural classes and internationally-focused content hinged upon a combination of CSR approaches, collective intelligence methods and complex event project management. Students are expected to act as professionals in the making: insightful, proactive and trailblazing.

ACADEMIC DIRECTOR

CAREER OPPORTUNITIES

- **This programme opens up a range of employment opportunities in various business, associative or locally-based activities:**
 - content / public relations / community strategy
 - partnership / marketing / communications / strategic planning
 - meeting and event design & planning
 - collective intelligence methods in CSR / innovation agencies or departments
- **Example of positions:**
Project managers or junior consultants in corporate departments, consulting firms, associations or local agencies, practicing the above-mentioned activities.
- **Employment data for 2019, 2020 and 2021 graduates (based on the 2022 employability survey):**
 - 90% net employment rate
 - 61% on permanent contracts
 - 23% work internationally
 - 67% of students in employment found a job before graduating
 - 100% of graduates in employment found a job within 3 months
 - 92% satisfied with their first job
 - Average gross annual salary including bonuses in similar roles : €37.500
- **Examples of companies where our graduates work:**
Reed MIDEM, Infopro Digital, Novartis Pharma France, Mouvement Impact France, Universal Music Group, Havas, Hopscotch, Publicis, Viparis, Disney Business Solutions, Accor Arena, Paris 2024 Olympics.



PROGRAMME

SOCIAL TRANSFORMATION

- Meeting Strategies for Social Transformation
- Business cases

STAKEHOLDER ENGAGEMENT

- Design Thinking (user approach)
- Local Innovative Ecosystems (territorial approach)
- Corporate Creativity Leadership (organisational approach)

COMMUNITY EXPERIENCE

- Digital Social Experience (community management)
- Live Social Experience (event experience)
- Innovative Social Experience (meeting-driven innovation)

EVENT MANAGEMENT

- Event Management as a Complex Project
- Event Sustainability and Risk Management
- Advanced Proficiency in Event Management
- Experience & Event Performance

PROFESSIONAL DEVELOPMENT

- Career preparation
 - Career Path (coaching)
- Intellectual ability
 - Dissertation
- New contexts (3 out of 7 electives)
 - Digitalisation and Corporate Finance
 - Cases in Ethical and Sustainable Development
 - Change Management and Organisational Transformation
 - Business Models and Performance
 - Critical Issues in Management
 - Leading in Multicultural Environments
 - Digital Disruption and Industry 4.0

PROFESSIONAL EXPERIENCE

- Case studies or consulting projects
- Company internship in France or abroad
- Dissertation

ADMISSION CRITERIA

Candidates must hold a four-year degree in Higher Education (4-year Bachelor Degree, BBA, Master 1, or equivalent).

Other profiles may be accepted in derogation from these criteria.

Language requirements for non-English-native speakers: IELTS 6, TOEIC 790, TOEFL IBT 83 or proof that English was the candidate's language of study or work for at least a year.

Tuition fees for the year 2023-2024: €14,500

This programme is also available over two years for candidates who hold a three-year in Higher Education level (3-year Bachelor Degree, BMI, licence, or equivalent). Tuition fees on request.

More information about the Two-year MSc Track:

em-normandie.com/en/two-year-msc-track

Selection is based on a profile review and an interview. There are admission sessions monthly.

Apply online at join.em-normandie.com

SCHOOL FOR LIFE

Join the School and instantly become a lifetime member of the EM Normandie Alumni Association.

Discover all the financing opportunities on the «Financing my studies» platform



MORE INFO CONTACT US



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