

# Event Management

31 MacKay Hall, Ames, IA 50011 ✉ [aeshm@iastate.edu](mailto:aeshm@iastate.edu) ☎ 515.294.7474 ➤ [www.aeshm.hs.iastate.edu](http://www.aeshm.hs.iastate.edu)

**Event management** is a hands-on program that prepares students for a career in event planning. Established as a major in 2011, Iowa State University's is the only four-year accredited program of its kind in the state of Iowa and one of only a few in the Midwest.

## DEGREE OPTIONS

- Bachelor of Science in Event Management
- Minor in Event Management

## STUDENT BODY

- 344 undergraduate majors
- 64 undergraduate minors

## ON THE CUTTING EDGE

- The event management major is growing rapidly. Enrollment has increased from 22 students in spring 2011 to more than 344 who currently list event management as either a primary or secondary major.
- The U.S. Department of Labor, Bureau of Labor Statistics, reports that demand for event managers is expected to grow 16 percent between 2008 and 2018.
- Event management faculty members are experts in a wide range of areas related to event design and production, hospitality, food service, catering, promotion, brand management, trend analysis, resource management, and finance.
- Event management students participate in internships with companies all over the U.S. to gain professional experience in areas such as conference coordination, wedding planning, athletic event production, event marketing and promotions, non-profit-fundraising, corporate meeting planning, festival direction, and celebration management.
- The event management program partners with the Memorial Union, Iowa State Center, Gateway Hotel, Ames Convention and Visitors Bureau, Ames Chamber of Commerce, and other community organizations to provide students with practical and tangible event planning experiences both in and out of the classroom.
- Short-term and semester-long international programs in Italy, the Bahamas, and Australia offer opportunities for students to earn course credit in event management.
- Students in the Event Management Club, a chapter of the Student Professional Convention Management Association, network with event professionals and volunteer at large gatherings throughout the U.S.
- The Event Management Club plans, coordinates, and executes the College of Human Sciences annual Day of Caring event, through which students serve more than 545 volunteer opportunities on campus and in the community.
- Annual campus and departmental events such as the Fashion Show, Entrepreneurship Showcase, and Homecoming keep event management students engaged with faculty outside of the classroom to practice their skills and hone their professional planning abilities.