

# EVENT MANAGEMENT : STUDENT GETS REAL EXPERIENCE



Learning is not necessarily in class, where the lecturer gives lectures in a class setting but also can be in many other forms. Recently, students taking Event Management subject successfully organized three events concurrently as part of their final project. Students got the opportunities to experience and learn the process in organizing an event from zero to the final touches. The three events were Tourism Seminar, Marketing Fiesta and Sales Carnival. The response for such event was very encouraging where most of the events were packed with attendees. According to one of the Director of Event, Mr. Frederick Leong, the Sales Carnival event achieved very overwhelming response from the public as many wanted to join the carnival. For this purpose, they have set up 12 canopies which they rented and made some profit from it. "It was a good experience for us as it gave us real exposure in our forthcoming future." said the students' supervisor, Mrs. Izyanti Awang Razli who is also their lecturer who teaches this subject. She was very happy with the performance and commitment shown by the students.

