Nebraska Wesleyan University

HHP 3750 Convention, Event, Trade Show Planning

Catalog

2025-2026

Course Description

Esports and Gaming companies rely heavily on conventions for marketing. Shows like TGS, PAX and E3 attract audiences from 60,000-300,000 and are tremendous opportunities for companies to generate excitement and drive sales. This course will teach you how to turn a gaming convention into a big win. By the end of this course, you'll understand how to handle planning, marketing and logistics for a corporate presence at a major convention. This online course has optional live sessions. No Pass/Fail. Prerequisite: HHP 1550 and sophomore standing.

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)