

BUSINESS EVENTS STRATEGIST (BES) CAPSTONE PROJECT OVERVIEW

The BES Capstone Project allows candidates to demonstrate strategic mastery of business events through applied analysis and executive-level recommendations.

Capstone Purpose

Demonstrate mastery of Business Events Strategy competencies through applied analysis and strategic problem solving.

Participants will:

- Utilize a recent (within 3 years), current, or theoretical initiative
- Analyze a real or realistic business events challenge
- Apply strategic thinking, data analysis, and event business principles
- Deliver a professional-quality report suitable for executive review

Project Scope

Capstone projects should:

- Address a real or realistic business events challenge
- Align with organizational goals or measurable outcomes
- Be based on a recent, current, or theoretical initiative
- Clearly define scope, assumptions, and limitations

Research & Strategic Application

Use credible data sources and analytical frameworks to produce insight-driven recommendations.

Projects should demonstrate:

- Data & Analytics
- Technology & Innovation
- Organizational Impact
- Change Management
- Operational Excellence
- Stakeholder Management
- Business Acumen

Capstone Deliverables

- Written Capstone Report – structured professional analysis
- Executive Summary – key insights and strategic recommendations
- Supporting Visuals – charts, tables, or frameworks
- Citations and References

Candidates must ensure that proprietary or confidential organizational information is not included in the submission.

Evaluation Criteria

Once accepted into the program, candidates will receive a detailed rubric, further instruction, and access to a support team throughout their capstone journey. Capstones are evaluated by a third-party (TBA) reviewer based on:

- Problem definition and objectives
- Depth and relevance of analysis
- Feasibility of recommendations
- Alignment with BES competencies
- Overall professionalism and completeness

Professional & Ethical Standards

- Original work required
- Proper attribution of sources
- Ethical use of data and information