



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

Application & Capstone Timeline

Cycle	Application Window	Candidates Announced	Capstone Deadline
Cycle 1	Mar 16 – Jun 16	Jun 30	Oct 1
Cycle 2	Jun 17 – Aug 31	Sept 14	Dec 15
Cycle 3	Sept 15 – Nov 15	Nov 30	March 1

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
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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
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Professional & Ethical Standards

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