

## CULTURE EVENT MANAGEMENT

32 hours / 6 ECTS

### SUMMARY OF THE COURSE

During the lectures and workshops the theoretical and practical framework of event management is explored mainly focusing on the practical steps that enable to organize successful event. The course includes such topics as event definition and types; analysis of situation, stakeholders, risks; event initiation – idea and concept development; the planning process – time, duties, budget planning, riders; event implementation – hospitality, event scenario; event closing and evaluation. After the course students should be able to organise an event.

**GOAL OF THE COURSE IS** to provide practical tools for the successful implementation of cultural events.

### REQUIREMENTS:

Implementation of 3 practical tasks during the semester. The specific requirements will be specified during the semester.

**ASSIST. PROF. AGNESE HERMANE**

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### TOPICS OF THE LECTURES AND WORKSHOPS

- Event - definitions, characteristics, types, cultural events, impacts of cultural events
- Event industry, festivals
- Event initiation and concept – idea, time and place factors, programme development
- Analysis of situation – environmental, financial, cultural, legal constraints, risk analysis
- Definition of goals and target audience of the event
- Time planning process
- Event budget and funding sources
- Technical requirements, riders
- Event marketing
- Implementation of the project – hospitality, team work, scenario, participants, audience, documentation
- Project closing and evaluation
- Team work in cultural events, the role and the competencies of project manager, team building, volunteer management.

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## LITERATURE

1. Allen, J., W. O'Toole, R. Harris, I. McDonnell. Festival and Special Event Management. 4th Edition, Wiley, 2008
2. Bell, Mcmanus L.M., Rouse M. E., Verni S. Event Planning: Communicating Theory and Practice. Kendall Hunt Publishing; 1 edition, 2015
3. Bowdin, G., Allen, J., O'Toole, W., McDonnell, I. Event Management. Routledge, 2012
4. Conway, D.G. The Event Manager's Bible 3rd Edition: The Complete Guide to Planning and Organising a Voluntary or Public Event. How To Books; 3Rev Ed edition, 2014
5. Delanty, G., L. Giorgi, M. Sassatelli (Ed.). Festivals and the Cultural Public Sphere. Routledge, 2011
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10. Genadinik, A. Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik; 2015
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15. Raj, R., P.Walters, T.Rashid. Events Management: Principles and Practice, SAGE Publications, 2017
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