



# EVENT MANAGEMENT WORKSHOP

Master Program in Design of  
Sustainable Tourism Systems  
A.A. 20/21

# EVENT MANAGEMENT WORKSHOP

MASTER PROGRAM IN DESIGN OF SUSTAINABLE TOURISM SYSTEMS

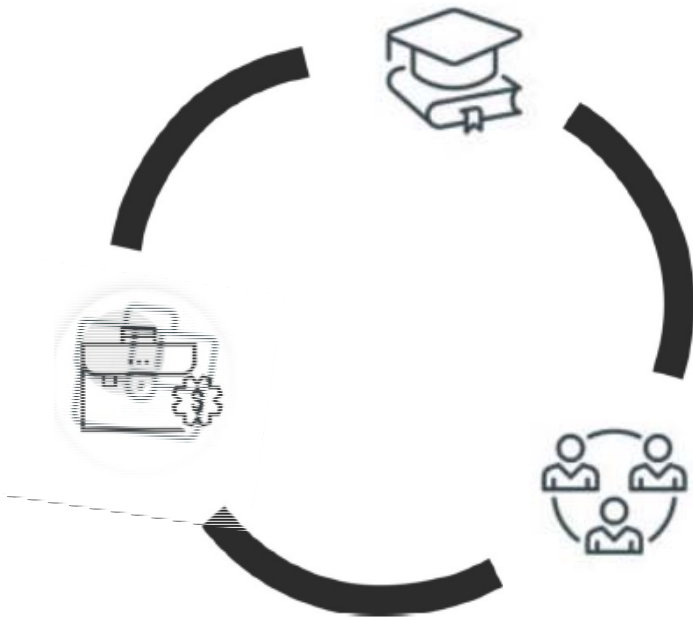


The Event Management Workshop is an initiative of the DSTS Study Course born from the collaboration of the Degree Program with two professionals in the Events sector.

The cycle of seminars is held by two industry experts and aims to introduce students of the Degree Program to specific operational skills and technical knowledge relating to the organization of an event.

# EVENT MANAGEMENT WORKSHOP

MASTER PROGRAM IN DESIGN OF SUSTAINABLE TOURISM SYSTEMS



## **The aim:**

**linking “theory” to “practice” in event management**

The main aims are to:

- Provide students with an overview of the main activities and responsibilities of the Event Manager
- Improve student technical skills on the management of events
- Give students the chance to be introduced to actual case history and example from the sector

# Event Management Workshop

Master Program in Design of Sustainable Tourism Systems

## CONTENTS

## DATES

- |                                                            |                                                                                                        |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| ▪ General overview and evolution of the sector             | 27 April 2021 · 14. <sup>30</sup> -16. <sup>30</sup>                                                   |
| ▪ How to manage a "tailor-made" event? (part 1 & part 2)   | 3 May 2021 · 9. <sup>00</sup> - 13. <sup>00</sup><br>4 May 2021 · 14. <sup>30</sup> -17. <sup>30</sup> |
| ▪ Communicating events: social media and marketing aspects | 10 May 2021 · 9. <sup>00</sup> -12. <sup>00</sup>                                                      |
| ▪ Assessing the event's results                            | 11 May 2021 · 14. <sup>30</sup> -17. <sup>30</sup>                                                     |
| ▪ Final assessment                                         | 17 May 2021 · 14. <sup>30</sup> -16. <sup>30</sup>                                                     |



# WHO ARE THE INSTRUCTORS?



Martina Russo ·

Meeting & Event Dept Coordinator, Direttore Tecnico  
presso Escapade Imc

Pisa, Tuscany, Italy ·



Maria Cristina Schiavone

Operations Manager | Associations General Secretary |  
Executive Event Planner | Corporate PR | Public Affairs |  
Marketing | Fundraising | Charity Projects

Florence, Tuscany, Italy ·

# Event Management Workshop

Master Program in Design of Sustainable Tourism Systems

## ENROL

- If interested enrol to this [link](#) by the 20th of April 2021.

## ATTEND

- Attendance is mandatory.
- The seminar will be held on line in streaming (only)
- To know more about the program see the [flyer](#)
- Final assessment based on contents of the workshop

## REAP THE FRUITS

- Experience 6-days-seminars with two experts in the sector
- Include it in your study plan (for 3 CFU)
- Chance for internship in the Event Sector

For information on the event and enrollment email to:

[daria.sarti@unifi.it](mailto:daria.sarti@unifi.it)

For information on study plan and CFU recognition  
check the study plan section on DSTS website or contact:

[elena.pirani@unifi.it](mailto:elena.pirani@unifi.it)