

Master Programme in Design of Sustainable Tourism Systems

EVENT MANAGEMENT WORKSHOP

Spring 2021

- Tuesday, 27th April 2021** **General overview and evolution of the sector**
14,30-16,30
Online
Maria Cristina Schiavone
Meeting & Event Planner - Freelance
- Monday, 3rd May 2021** **How to manage a "tailor-made" event? (part 1)**
9,00-13,00
Online
Martina Russo
Meeting & Event Dept Coordinator - Escapade
- Tuesday, 4th May 2021** **How to manage a "tailor-made" event? (part 2)**
14,30-17,30
Online
Martina Russo
Meeting & Event Dept Coordinator - Escapade
- Monday, 10th May 2021** **Communicating events: social media and marketing aspects**
9,00-12,00
Online
Maria Cristina Schiavone
Meeting & Event Planner - Freelance
- Tuesday, 11th May 2021** **Assessing the event's results**
14,30-17.30
Online
Maria Cristina Schiavone
Meeting & Event Planner - Freelance
- Monday, 17th May 2021** **Conclusion and final assessment**
14,30-16,30
Online
Martina Russo
Meeting & Event Dept Coordinator - Escapade
&
Maria Cristina Schiavone
Meeting & Event Planner - Freelance

Attendance is mandatory.

For information on the organization and enrolment to the workshop, please refer to: daria.sarti@unifi.it

For information on study plan and the possibility to include this activity in your study plan, please refer to: elena.pirani@unifi.it

