

**EVENT MANAGEMENT WORKSHOP**  
**MASTER PROGRAM IN DESIGN OF SUSTAINABLE TOURISM SYSTEMS**  
**March-May 2022**

Meetings will be held online (links will be communicated, Zoom or Meet platform). Attendance is mandatory (meetings will not be registered).

In the final meeting, students will be present a project work realised by small groups and agreed with the lecturers. Students who will attend all meeting and will do the final project can ask for the recognition of 3 credits.

Day/Time	Topic and sub-topic	Lecturer
#1 18 March, Friday 16.30-18.30	General overview and evolution of the sector <ul style="list-style-type: none"> <li>Transformation process and Codiv-19 scenario</li> <li>Medical-scientific congresses, regulations and specific activities</li> <li>Digital / hybrid events</li> <li>Association management</li> </ul>	MC Schiavone
#2 19 March, Saturday 9-13	Manage "tailor-made" events (part 1) <ul style="list-style-type: none"> <li>Types of events (MICE and product launch), and related sub-categories</li> <li>The management of the tender's phases</li> <li>The presentation of the offer</li> <li>The Inspection Tour</li> </ul>	M Russo
#3 25 March, Friday 14.30-17.30	Manage "tailor-made" events (part 2) <ul style="list-style-type: none"> <li>The management of the event confirmation and the phase between the confirmation and the event</li> <li>The management of the event while it is in progress</li> <li>Final accounting and invoicing</li> </ul>	M Russo
#4 28 march, Monday 16.30-18.30	Communicating events: social media and marketing aspects <ul style="list-style-type: none"> <li>Marketing and social media</li> <li>Management of guests/VIPs/speakers</li> <li>Management of participants and sponsors/expo area</li> <li>Supplier management</li> <li>Social / entertainment program</li> </ul>	MC Schiavone
#5 2 April, Saturday 14.30-17.30	Assessing the event's "results" <ul style="list-style-type: none"> <li>ROI analysis</li> <li>The involvement of participants and stakeholders</li> <li>Customer satisfaction</li> <li>Project feedback</li> </ul> Forms and Action plan (modulistica di progetto)/ project plan	MC Schiavone
#6 6 May, Friday 14.30-17.30	Final assessment	M Russo & MC Schiavone

## WHO ARE THE INSTRUCTORS?



**Martina Russo** ·  
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 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 ·

For information on the event and enrolment email to: [daria.sarti@unifi.it](mailto:daria.sarti@unifi.it)