

Tárgytematika / Course Description

Organization of International Events

AKNB_NKTA004

Tárgyfelelős neve /

Teacher's name: dr. Nádai Julianna Orsolya

Félév / Semester: 2021/22/2

Beszámolási forma /

Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the course is to

- gain competences in international event management,
- overview the formal elements required for the successful organization of international events,
- help the practice of event organization through innovative methods,
- facilitate the practical application of theoretical knowledge.

During the course the students

- get to know the types of international events,
- review the steps taken to organize the event,
- practice brainstorming, teamwork, and task sharing,
- prepare and present case studies from joint brainstorming.

Professional background and justification of the subject:

In a multicultural environment, international events provide a framework for actors and decision makers in the fields of public life, culture, economy and politics to exchange ideas, think together and experience important moments together. Different types of events require different frameworks, a wide variety of organizational work, but the secret to success is always good organization and innovative thinking.

TANTÁRGY TARTALMA / DESCRIPTION

Course contents/week:

Week	Course contents
Week 1	Course description, requirements description
Week 2	Basic concepts, short history, groups and types of events
Week 3	Personal background, material conditions and requirements related to the venue
Week 4	The process of event organization in general - planning and preparation
Week 5	The process of event organization in general - implementation, evaluation
Week 6	Documents of event management (invitation, checklist, scenario, etc.)
Week 7	Practical approach - organization of an international conference
Week 8	Practical approach - organization of the programme of official foreign delegations
Week 9	Practical approach - press conferences, balls, corporate events
Week 10	Future directions, trends, impact of COVID-19 on event management
Week 11	Student presentation
Week 12	Student presentation
Week 13	Student presentation
Week 14	Evaluation and closing of the semester

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Course requirements:

The students will need to actively participate in the course. During the course, the students will elaborate one presentation on an international event.

0-50%	fail
51-65%	satisfactory
66-80%	fair
81-90%	good
91-100%	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

- Handouts/PPT slides electronic material provided by the lecturer

Recommended readings:

- Campbell, Fiona–Robinson, Alison–Brown, Sally–Race, Phil (2005): *Essential Tips for Organizing Conferences & Events*. Kogan Page, London
- Carter, Laurence (2007): *Event Planning*. AuthorHouse, Bloomington. Available: https://books.google.hu/books?hl=hu&lr=&id=vl_2PVFxFxOfQC&oi=fnd&pg=PP2&dq=event+planning+process&ots=H9vZ0IyI3i&sig=Rag_EDkipM-NWbXmNwP_vDesOAg&redir_esc=y#v=onepage&q&f=false Downloaded: 09. 12. 2021.
- Conway, Des (2006): *The Event Manager's Bible. How to Plan and Deliver an Event*. How To Content, Oxford
- Fenich, George G. (2015): *Planning and Management of Meetings, Expositions, Events and Conventions*. Pearson, Harlow
- Getz, Donald (2007): *Event Studies. Theory, Research and Policy for Planned Events*. Routledge, London
- Shone, Anton–Parry, Bryn (2010): *Successful Event Management. A Practical Handbook*. Cengage Learning, Hampshire