

Course Title	Organization and Events Management				
Course Code	ICUL-303				
Course Type	Required				
Level	1st cycle				
Year / Semester	Third/Spring				
Teacher's Name	Yiannis Kouis				
ECTS	4	Lectures / week	13	Laboratories / week	0
Course Purpose and Objectives	<p>The purpose of the course is to cover the stages of promotion, contracting, planning, management, direction, presentation, maintenance, and evaluation of additional functions, both in facilities and off-premises. Also, additional issues concerning the production of quantities for large groups, as well as additional requests from the individual groups are covered. The appropriate handling of the guests is highlighted to ensure better impressions. Additional services are also covered during the events. Advertising, projection, and decoration are skills and knowledge that will be utilized through special events.</p>				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Manage different events. • Implement the various stages of project and event management. • Recognize the different stages of a project or event and recognize the sequences and synergies. • Use project and event management tools. • Organize an event in a way that suits their workplace. • Organize, implement, calculate the cost and evaluate an event, in real conditions. • Evaluate the impact. 				
Prerequisites	All courses of the First and Second Year & IBADM-234, IMKT-391, ICOMM-200	Required	None		
Course Content	<p><u>Lectures</u></p> <ul style="list-style-type: none"> • Planning and budgeting of events. • Organization and timing of events. • The role of the worksheets. • Importance of location. • Transport arrangements for guests. • Arrival of guests, registration, greeting 				

	<ul style="list-style-type: none"> • Audiovisual and other equipment requirements. • Promotion and event advertising. • Designing the Event Menu - standard and special requests. • Other services - fun, entertainment. <p><u>Practical Application</u></p> <ul style="list-style-type: none"> • The practical training will take place through the required procedures which will be analyzed in the students' theoretical lessons. Each student's duties and each student individually, will be allocated with the following responsibilities: • Preparing events by applying the knowledge and skills they just acquired. • An evaluation of each special evening with a thorough report delivered by each student. • Promotion, advertising, menu preparation, costing, restaurant decoration, preparation of promotional material and posters, preparation of tickets, finding supporters and sponsors by preparing letters, serving, preparing customers' entertainment, preparing prize draws, creating a questionnaire for the success / Failure of the evening, etc. These are some of the responsibilities students undertake to complete the course of "Organization and Events Management".
Teaching Methodology	Lectures, examples, video demonstrations & applications and lab techniques.
Bibliography	<p>Required:</p> <ul style="list-style-type: none"> • Επαγγελματικός τουρισμός οργάνωση συνεδρίων, Κραβαρίτης Ν. Κώστας, Παπαγεωργίου Ν. Αθηνά, Interbooks, (τελευταία έκδοση) • Δεξιώσεις και κέτερινγκ, Νόβας Δημήτρης, εκδόσεις Ελληνικά Γράμματα, (τελευταία έκδοση) • Lecturer's Notes <p>Suggested:</p> <ul style="list-style-type: none"> • Allen, J. (τελευταία έκδοση). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. John Wiley & Sons. • Manask, A., The Complete Guide to Foodservice in Cultural Institutions. Schechter. (τελευταία έκδοση) • Purdue, J. et al, (τελευταία έκδοση)A Club Manager's Guide to Private Parties and Club Functions. Wiley. • Allen, J. (τελευταία έκδοση). The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. John Wiley & Sons. • Goldblatt, J. (τελευταία έκδοση)Special Events : Event Leadership for a New World. Wiley.

	<ul style="list-style-type: none">• Allen, J. et al, (τελευταία έκδοση). Festival and Special Event Management. Wiley.
Assessment	Assignments, quizzes, participation in the events/final exam/case study
Language	Greek