



Co-funded by the
Erasmus+ Programme
of the European Union

Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

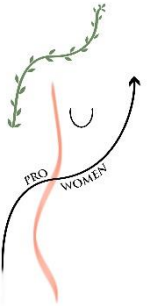
M6: Manage Groups, Organising Events

Introduction

[name of presenter]

[Position and Organisation]

[Email address]



Introduction to the Module

Planned time duration: 4 hours with 10 minute-break

Objectives

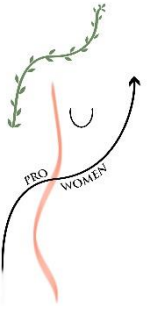
To develop the necessary competences

- for designing, planning and promoting events
- for managing tourists groups

Content: What we will discuss?

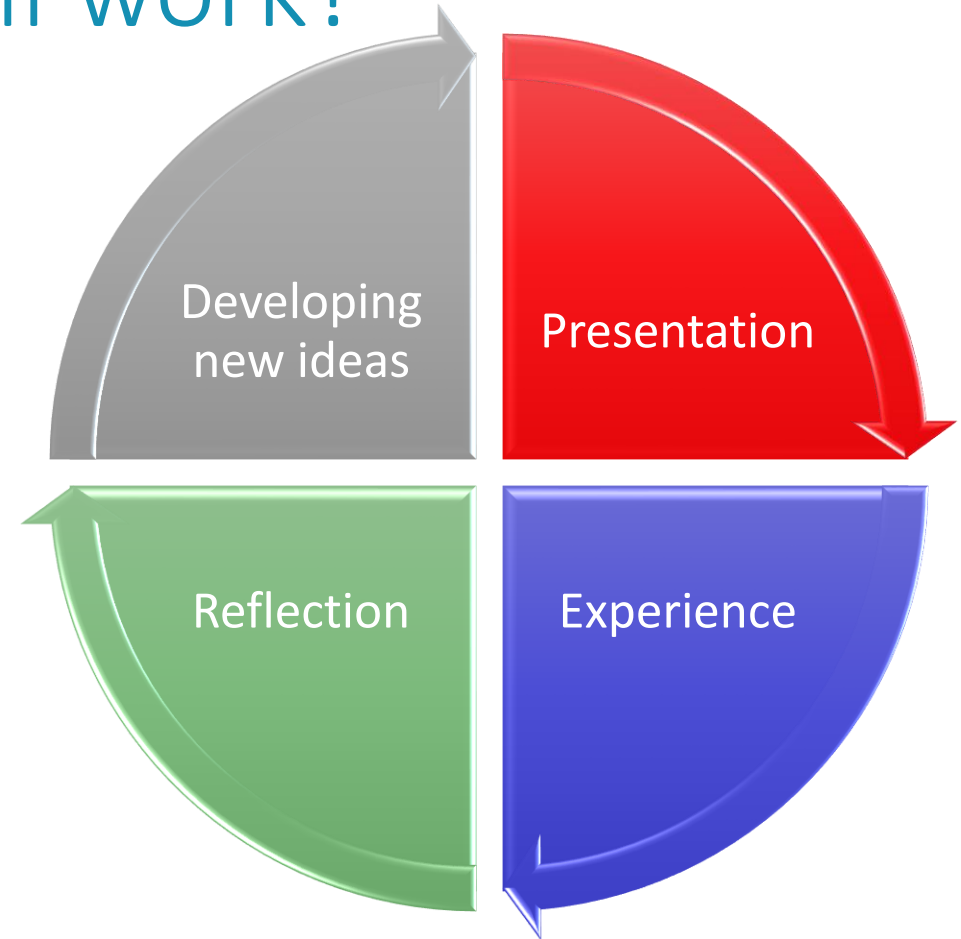
- Definition of “group”
- Group management
- Meaning and value of events for territorial enhancement

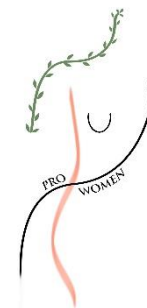




Methodology: How we will work?

- ❖ Explanations/Presentations
- ❖ Some individual exercises
- ❖ Group work/Discussions





What are we going to learn?

❖ Know (Knowledge):

- Basic rules for group management
- Typology of territorial events

❖ Understand (Skills):

- Understand sustainability and accessibility concepts
- Understand the meaning and value of events

❖ Be able to (Competences):

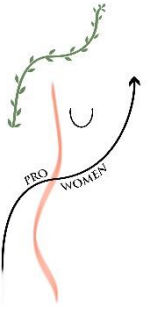
- Apply SWOT analysis
- Design and plan an event
- Organize and promote an event
- Manage groups





Co-funded by the
Erasmus+ Programme
of the European Union

Project number: 2019-1-IT02-KA204-063176



Reflection

What do you think about the Module?
Do you have any questions?





Co-funded by the
Erasmus+ Programme
of the European Union

Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M6: Manage Groups, Organising Events

Introduction

[name of presenter]

[Position and Organisation]

[Email address]