

CRITICAL EVENTS PERSPECTIVES

15.APRIL-03.MAY.2024

SAP OVERVIEW

This course examines ethical considerations in event management and evaluation, particularly the impact on regional development in the post-COVID era where demands for resilience and sustainable outcomes are heightened. Aspiring event managers will explore the challenges of resource use and stakeholder engagement through case studies on a local sports event and an international cultural mega-event. The module culminates in students devising a sustainable strategy for Portugal's Peniche region, focusing on surfing tourism and local events, supplemented by a Lisbon site visit to observe the urban and cultural benefits of major cultural events like the World Expo.

LEARNING OUTCOMES

To critically evaluate events and their impact and develop strategies that ensure sustainable local development that improve residents' and visitors' quality of life.

Students will:

- Build upon their general knowledge of events and event studies and learn to reflect on contemporary social, political, economic, and environmental issues.
- Learn how to develop a sustainable event strategy that includes and satisfies all stakeholders.
- Exchange knowledge, skills, and values within a multidisciplinary and multi-cultural group to gain a truly intercultural mindset and be able to operate as an international-oriented event professional.

+INFO: www.run-eu.eu

Organised by: NHL Stenden
IPLeiria

DATE From **15 April to 03 May 2024**

Face-to-Face Weeks: IP Leiria, Portugal 29 April to 03 May 2024

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION

To be defined by each home institution.
For NHL Stenden master students the SAP will be part of their elective course.

ELIGIBLE PARTICIPANTS

25 students; if applicant number is higher, priority will be given to Master-level students.

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

8 March 2024

CONTACT DETAILS

run-eu@nhlstenden.com

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SELECTION CRITERIA

Students will be selected based on the fulfilment of requirements and information provided in the submitted application.

The total number of students to be selected is 25.

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

School of Tourism and Maritime Technology (ESTM),
IPLeiria (Portugal)

Grants are available on the RUN-EU website, and depending on your home country

LEARNING AND TEACHING STRATEGY

Applied research commissioned by an industry partner, input sessions by academic lectures as well as industry experts, teamwork in mixed international groups, and a final presentation.

MEANS AND CRITERIA FOR ASSESSMENT

Individual reflection – Preconditional (Fail/Pass)
Group work 100% Advisory report.

PREREQUISITES

Ideally, the students should have a strong interest in event management and a basic understanding of applied research.

CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

COURSES LEADERS | LECTURERS

Courses leaders

Cátia Siopa, Daniela Amorim & Carlos Rebelo (Politécnico de Leiria, ESTM) & Amber Herrewijn (NHL Stenden)

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PROGRAMME AT A GLANCE

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	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 15/04			PROGRAM INTRO	GROUPING								
TUESDAY 16/04			INTRO TO EVENT MANAGEMENT	UNSUPERVISED GROUP WORK								
WEDNESDAY 17/04			GAME TIME	UNSUPERVISED GROUP WORK								
THURSDAY 18/04			INTRO TO REGIONAL CHALLENGES	UNSUPERVISED GROUP WORK								
FRIDAY 19/04			REFLECTION & PITCH	UNSUPERVISED GROUP WORK								
MONDAY 22/04			SUSTAINABLE STRATEGIES	EVENT SUSTAINABILITY	UNSUPERVISED GROUP WORK							
TUESDAY 23/04			SPORTS EVENTS	UNSUPERVISED GROUP WORK								
WEDNESDAY 24/04			CULTURAL EVENTS & IMPACT	EVENT IMPACT	UNSUPERVISED GROUP WORK							

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15 APRIL

MONDAY 10H00-12H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 15/04			PROGRAM INTRO	GROUPING							

Program Introduction

- 🕒 10h00-11h00
- 👥 Group Work
- 👤 Amber Herrewijn (NHL Stenden)
Catia Siopa (Politécnico de Leiria)
- 📄 Introduction lecture on the program.

Grouping

- 🕒 11h00-12h00
- 👥 Group Work
- 📄 Get to know your group. Prepare Game Time (Facilitate a game for all other groups that aims to share event experiences and get to know your countries and culture).

16 APRIL

TUESDAY 10H00-12H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 16/04			INTRO TO EVENT MANAGEMENT	UNSUPERVISED GROUP WORK							

Introduction to Event Management & Event Studies

- 🕒 10h00-11h00
- 👥 Group Work
- 👤 Amber Herrewijn (NHL Stenden)

Unsupervised group work

- 🕒 Own Time
- 👥 Group Work

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29 APRIL

MONDAY 9H00-21H00 - IPLEIRIA

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 29/04	WELCOME			TEAM WORK & SDG GAMES	LUNCH BREAK		INTERCULTURAL TEAM BUILDING				DINNER

Welcome to all students

- 🕒 9h00-10h00
- 👥 All Students
- 👤 Cátia Siopa (Politécnico de Leiria)
Daniela Amorim (Politécnico de Leiria)
- 📄 Welcome, presentation of the week's schedule (20 min)
Visit to the school facilities: classrooms, kitchen, restaurant, laboratories, canteen and bar (40 min)

Team Work & SDG Games

- 🕒 11h00-12h30
- 👥 Group Work
- 📄 Amber Herrewijn (NHL Stenden)
Daniela Amorim (Politécnico de Leiria)

Intercultural Team building

- 🕒 14h00-16h00
- 👥 Group Work
- 👤 Maria Batalha Amber Herrewijn (NHL Stenden)
Daniela Amorim (Politécnico de Leiria)
- 📄 Conducting group dynamics on the theme of teamwork in events (60 min).
Time for teams to work on their group assignment (60min).

Welcome Dinner

- 🕒 19h00-21h00
- 👥 Dinner
- 📄 Cultural Portuguese dinner with word of welcome by the Dean of ESTM and musical performance (Tuna or Folklore group).

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	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1											
GMT											
THURSDAY 25/04			EVENT SUSTAINABILITY	UNSUPERVISED GROUP WORK							
FRIDAY 26/04			REFLECTIONS WEEK 2								
MONDAY 29/04	WELCOME			TEAM WORK & SDG GAMES	LUNCH BREAK	INTERCULTURAL TEAM BUILDING					DINNER
TUESDAY 30/04			PROTOTYPE		LUNCH BREAK	SURFING CLASS PART A					
WEDNESDAY 01/05	FIELD TRIP TO LISBON AND WORLD EXPO AREA										
THURSDAY 02/05	FIELD RESEARCH			LUNCH BREAK	SURFING CLASS PART B			BEACH CLEAN-UP WORKSHOP WITH OCEAN PATROL			
FRIDAY 03/05			PRESENTATIONS FOR THE PORTUGUESE TOURISM BOARD		LUNCH BREAK	LEISURE TIME			BBQ & CLOSING SUNSET PARTY		

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17-19 APRIL

WED- FRI 10H00-19H00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY 17/04			GAME TIME	UNSUPERVISED GROUP WORK							
THURSDAY 18/04			INTRO TO REGIONAL CHALLENGES	UNSUPERVISED GROUP WORK							
FRIDAY 19/04			REFLECTION & PITCH	UNSUPERVISED GROUP WORK							

Game Time

- 🕒 10h00-11h00
- 👥 Group Work

Introduction to regional challenges

- 🕒 10h00-11h00
- 👥 Group Work
- 👤 Portugal Tourism Board

Reflections & Pitch

- 🕒 10h00-11h00
- 👥 Group Work
- 📄 Reflections of week 1 & short pitch per group on the aim of the assignment including first ideas.

Unsupervised group work

- 🕒 Own Time
- 👥 Group Work

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22-23 APRIL | **MON-TUE 10H00-19H00 GMT+1 · ONLINE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MONDAY 22/04	10h00-11h00	11h00-12h00	12h00-13h00	13h00-14h00	14h00-15h00	15h00-16h00	16h00-17h00	17h00-18h00	18h00-19h00	19h00-20h00	
		SUSTAINABLE STRATEGIES	EVENT SUSTAINABILITY	UNSUPERVISED GROUP WORK							
TUESDAY 23/04	10h00-11h00	11h00-12h00	12h00-13h00	13h00-14h00	14h00-15h00	15h00-16h00	16h00-17h00	17h00-18h00	18h00-19h00	19h00-20h00	
		SPORTS EVENTS	UNSUPERVISED GROUP WORK								

Sustainable Strategies

- 🕒 10h00-11h00
- 👤 Individual Work
- 👤 Akke Folmer

Sports Events Lecture

- 🕒 10h00-11h00
- 👤 Individual Work
- 👤 Carlos Rebelo

Event Sustainability

- 🕒 1hr
- 👤 Individual Work
- 📺 Pre-recorded Lecture

Unsupervised group work

- 🕒 Own Time
- 👤 Group Work

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24-26 APRIL | **WED-FRI 10H00-19H00 GMT+1 · ONLINE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY 24/04		CULTURAL EVENTS & IMPACT	EVENT IMPACT	UNSUPERVISED GROUP WORK								
THURSDAY 25/04		EVENT SUSTAINABILITY	UNSUPERVISED GROUP WORK									
FRIDAY 26/04		REFLECTIONS WEEK 2										

Guest Lecture Cultural Events & Impact

- 🕒 10h00-11h00
- 👤 Individual Work
- 👤 Sjoerd Bootsma, Arcadia Leeuwarden

Event Impact Lecture

- 🕒 1hr
- 👤 Individual Work
- 📺 Pre-recorded Lecture

Guest Lecture Cultural Events & Impact

- 🕒 10h00-11h00
- 👤 Individual Work
- 👤 Rob van Wegen (NHL Stenden)

Reflections of Week 2

- 🕒 10h00-11h00
- 👤 Group Work
- 📄 Reflections of week 2 and preparation for mobility week.

Unsupervised group work

- 🕒 Own Time
- 👤 Group Work

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30 APRIL - 1 MAY

TUE - WED 9H00-20H00 - IPLEIRIA

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 30/04			PROTOTYPE		LUNCH BREAK		SURFING CLASS PART A				
WEDNESDAY 01/05	FIELD TRIP TO LISBON AND WORLD EXPO AREA										

Group Work Prototype

- 🕒 9h00-10h00
- 👥 Group Work
- 👤 Amber Herrewijn, João Costa, Carlos Rebelo
- 📄 This time is used for groups to reflect on the presentation of the industry partner. Groups are asked to prepare a short 2 min pitch and note questions that arise to be discussed with lectures and experts (180 min).

Field trip to Lisbon and World Expo area

- 🕒 9h00-20h30
- 👥 Field Trip
- 👤 Amber Herrewijn, João Costa, Carlos Rebelo, Cátia Siopa, Daniela Amorim
- 📄 Guided tour, Time for field research, Leisure time

Surfing class part A

- 🕒 14h00-17h00
- 👥 Social Activity
- 📄 The classes include full equipment (board and wetsuit), sunscreen, transportation and sports insurance. We will have 6 coaches certified by the Portuguese Surfing Federation, providing a rate of 6 students per coach to optimize learning, communication and safety (180 min).

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2-3 MAY

THUR-FRI 9H00-21H00 - IPLEIRIA

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 02/05	FIELD RESEARCH			LUNCH BREAK		SURFING CLASS PART B			BEACH CLEAN-UP WORKSHOP WITH OCEAN PATROL		
FRIDAY 03/05			PRESENTATIONS FOR THE PORTUGUESE TOURISM BOARD			LUNCH BREAK		LEISURE TIME		BBQ & CLOSING SUNSET PARTY	

Group Work Field Research

- 🕒 9h00-12h30
- 👥 Group Work
- 👤 Amber Herrewijn, João Costa/Carlos Rebelo, Cátia Siopa, Daniela Amorim

Surfing class part B

- 🕒 14h00-17h00
- 👥 Social Activity

Beach clean-up workshop

- 🕒 17h00-19h00
- 👥 Group Activity
- 👤 Ocean Patrol
- 📄 Baleal beach or Gâmbôa beach

BBQ & Official Closing

- 🕒 14h00-17h00
- 👥 Social Activity
- 📄 Traditional Portuguese Barbecue and Sunset Party

Final Presentations

- 🕒 10h00-13h00
- 👥 Group Activity
- 👤 Amber Herrewijn, João Costa/Carlos Rebelo, Cátia Siopa, Daniela Amorim
- 📄 Presentation of the final results of the group works, with the presence of Portuguese Tourism Board