

# FACULTY OF ARTS AND LETTERS

## DEGREE COURSE: FASHION AND DESIGN BA

### SUBJECT: ORGANIZING EVENTS AND PRESS OFFICE

#### LECTURER: CHIARA CANALI

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### OBJECTIVES

The course objective is to prepare professional figures capable of designing and managing high-level events in various sectors: corporate events, conferences, art exhibitions.

The course deals with the subject in theoretical form but, also, with references to practical projects, stages and events. All the procedures for the organization, management and promotion of events will be treated together with communication and media relations.

At the end of the course students will be able to:

1. Plan an event, setting goals and targets
2. Manage the planning, execution and post-event
3. Interact with the media planning aspects of promotion and communication
4. Master the tools of a Press Office
5. Use the techniques of marketing and public relations

All issues will be developed through a theoretical part and a part of case histories, applications and practical tests.

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### CONTENTS

The course will give an introduction on the definition of event and on the nature of the project and then will focus on its life cycle through some main phases:

1. The analysis of the development of the idea of the event and its relationship with the objectives and purpose of the event;
  2. The description of all operations related to the implementation or evaluation of the project feasibility in all its aspects (economic, technical, organizational) and the definition of resources and capacity;
  3. The analysis of all operational aspects during the implementation of an event, from the technical and logistical viability to the administrative aspects.
  4. The indication of all promotion and communication activities (communication plan).
  5. How to create a Press Office and how to manage the relationship between the media and the business community;
  6. Notions of Marketing and Communication through the web considering the Internet as a tool for enhancing and promoting the events.
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### ASSESSMENT

Written exam: Multiple choice and open questions.

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### RECOMMENDED TEXTBOOKS

Rommel V. Rico, *Event Workbook: From Concept to Post Event with the Event Coach!*, Create Space Independent Publishing Platform, Workbook edition, 2013  
ISBN: 978-1493675333.