
Residential Course “Event Management” Muralto/Locarno (Switzerland), 21-22 October and 14-16 November 2024

Outline. The business of event management plays a key role in tourism, sports, culture, and business. In this course, participants will learn the main strategies used when planning and managing events and understand the key roles of stakeholders in events. Moreover, they will be presented with risk assessment and feasibility models, and event resourcing and organizational approaches to manage successful events. Participants will create an event concept and develop an implementation plan for a major business and leisure destination.

Partners. The residential course is jointly organized by the Master in International Tourism of USI – Università della Svizzera italiana¹ (academic partner) and the Ente Regionale per lo Sviluppo del Locarnese e della Vallemaggia² (hosting institution).

Main instructor

Rob Davidson. His main areas of expertise are conferences and business travel, and over the last twenty years he has widely written on these topics. He had written eight books on these themes as well as many articles for the professional press. He has been instructor of the Course “Event Management” at USI for over 10 years. He also teaches this subject in the University of Greenwich, London and Krems University of Applied Sciences, Austria. Rob is regularly invited to speak at international conferences on themes linked to business events and, in particular, how conferences and business travel are evolving in response to demographic and technological changes in the marketing environment. He has also worked on a number of consultancy projects advising destinations on how to win major events.

Cases and testimonials. The course will feature testimonials from *Locarno Film Festival*, *National Youth Sports Centre Tenero CST* and *JazzAscona*. Additionally, other cases and testimonials will be presented.

Places. Learning activities will take place in Locarno. A visit to the Grand Hotel restoration site is foreseen in order to further reflect on its potential in hosting events. Participants will also visit the Youth Sports Centre Tenero CST.

Time. Classes and other activities will take place on Monday-Tuesday (21-22.10) and Thursday-Friday (14-15.11) from 09:00 to 17:00 + Saturday (16.11) from 09:00 to 12:00.

Participation and fee. This learning experience is offered by the Ente Regionale per lo Sviluppo del Locarnese e della Vallemaggia to selected external participants at a fee of 2'000 CHF, which includes classes, visits, coffee breaks and business lunches.

Application. To register for this course please send an email with a short motivation letter to Lorenzo Cantoni (lorenzo.cantoni@usi.ch) by September 6th, 2024.

Certificate. Participants will receive a certificate of attendance (80% presence is required).

¹ <https://usi.ch/mt>, director: prof. Lorenzo Cantoni.

² <https://locarnese.ch/>.