

P00241 PROJECT – ORGANISATION OF MULTITUDINOUS EVENT: INTERCULTURAL FOOD FAIR

WORKLOAD:	6 ECTS
DURATION:	September to December
WORKING LANGUAGE:	English
STUDY PROGRAMME:	All
SUPERVISOR:	Michaela Muszynski
MEETINGS:	Weekly



Project Description:

It is a festival that takes place on campus every year at the **beginning of December** and is attended by around 300 people. The aim of the event is to showcase cultural diversity through various elements. To this end, 30 to 40 stands are set up where students from all the countries present offer typical dishes in groups, provide information about their cultures, organise a large raffle, activities and an exhibition. All this will be accompanied by an audio-visual journey through the different countries (music, photos, videos).

The participants in this project are responsible for the organisation and hosting of the event: planning, design, location, promotion, coordination and supervision of the participating groups, set-up, resource management, cost accounting, etc.

It is a team of 8 - 10 students divided into two work groups:

- 1) Organisation
- 2) Promotion / Design

The participants in group 1 come mainly from the fields of event management, tourism and business management, while the majority of participants in group 2 come from the fields of audio-visual communication, IT and media.

In weekly meetings, supervised by lecturers, the theoretical approaches, general organisation, information and communication goals are dealt with, and in the respective teams (organisation and promotion/design) the specific strategies and the concrete implementation of each area are worked on. The promotion/design team deals specifically with the media strategy and design (slogan, invitations, posters, image and sound), as well as participant recruitment for the event, while the organisation group concentrates on the organisation of the event itself. Internal and external communication is the basis of this project, in terms of co-operation with the International Office and the students themselves.

If you are interested in participating in the organisation of this event, please, send an email to incomings@epsq.upv.es and tell us which are your capabilities and how you could enrich our team.

