



# Summer 2015 school

## EVENT MANAGEMENT



### General Info

**Dates:** July 20 - August 02

**Enrolment Cost:**

1650 €

1400 € for partner schools

**4 ECTS**



### Target Group

**Students of majors:**

- Economics
- Business
- Tourism
- Art & Humanities



### Focus on

- Event budgeting
- Event marketing
- Event project management



### Project-based Program

- Lectures
- Case studies
- Business Trips
- Business Quest



### Culture visits

- The Hermitage
- Peterhof
- Folk-show etc



### How to apply

Please mail us your  
motivation letter:

[summerschool@unecon.ru](mailto:summerschool@unecon.ru)

# Event Management Summer School 2015 UNECON, St. Petersburg, Russia

St. Petersburg as Russia's Culture capital hosts thousands of different events every year from famous Russian ballet shows at Mariinsky theatre to Champions League matches and the All-Russian Graduation party «The Scarlet Sails». The Event Management School is tailored to give participants the opportunity to study the theory and practice of managing large-scale international music, sporting, arts and city events based on St. Petersburg unique experience.

## Program Content:

- Experienced lecturers presenting material on managing, marketing, budgeting and projecting events
- Professional event managers sharing cases and practical questions
- Tour of St. Petersburg's key event venues, including a stadium, theatre and art centre and open air city event
- Team and individual projects
- Social event on a boat



## Program benefits:

- Enrich your professional skills in event management
- Make new friends from all over the world
- Experience studying, learning and cooperating in Russia

## Enrollment cost includes:

- Accommodation - 14 nights (DBL).  
Students are provided with double-rooms in the guarded on-campus dormitory equipped with fire alarm, free wi-fi, washing machines.
- Breakfasts & lunches
- Lectures & excursions as per the program (The Hermitage, Peterhof, St. Peter & Paul Fortress, Tsarskoe Selo, theater, folk-show, etc)

**Application deadline:**  
**May, 31, 2015**

## Contacts

We are waiting for your motivation letter: [summerschool@unecon.ru](mailto:summerschool@unecon.ru)