

	<b>SUBJECT DESCRIPTION</b>	<b>MODELO PED.014.02</b>
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<b>Course</b>	Tourism and Leisure		<b>Academic year</b>	2020/2021	
<b>Subject</b>	Organization and Management of Events		<b>ECTS</b>	4	
<b>Type of course</b>	Compulsory				
<b>Year</b>	3º	<b>Semester</b>	2nd sem	<b>Student Workload:</b>	
<b>Professor(s)</b>	Adriano Costa		<b>Total</b>	108	<b>Contact</b> 45
<b>Area Coordinator</b>	Gonçalo Poeta Fernandes				

**Planned**

## 1. LEARNING OBJECTIVES

*Currently, events are an activity of high expression and economic importance given its relationship with tourism, leisure and business.*

*Thus, students at the end of the teaching/learning process must be able to:*

- *Identify and distinguish the different types of events and understand the various stages of organizing events;*
- *Recognize the importance of technical knowledge for successful event organization and management;*
- *Planning of an event based on knowledge and skills acquired;*
- *Identify and apply press relations techniques within the organization and management of events;*
- *Understand the process of raising and managing sponsorship, support and patronage.*

## 2. PROGRAMME

- 1- *Events: Theoretical Contextualization*
- 2- *Organizing an event*
- 3- *Main steps in planning an event*

- 4- *The budget and negotiation*
- 5- *Event marketing*
- 6- *Event evaluation*
- 7- *Events management practices - Case Studies*

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

*Tourism and leisure professionals are, par excellence, event promoters. Be they sporting, social, cultural, economic or of any other nature, events are one of the key words of these activities. The curricular unit of Event Organization and Management aims to systematize knowledge about the planning and organization of this type of activities, as well as putting into practice the knowledge acquired so that students can successfully carry out events in their professional life.*

### **4. MAIN BIBLIOGRAPHY**

#### **Compulsory**

- Allen, J.; O'Toole, W.; McDonnel, I. e Harris, R. (2003); "Organização e Gestão de Eventos, Rio de Janeiro, Editora Campus;
- Caetano, J.; Portugal, M. N. e Portugal, J.P. (2018); "Gestão de Eventos"; Lisboa, Escolar Editora;
- Isidoro, A.M.; Simões, M.M.; Saldanha, S.D. e Caetano, J. (2013); "Manual de Organização e Gestão de Eventos"; Lisboa, Editora Sílabo;
- Vieira, J.M. (2015); "Eventos e Turismo – Planeamento e Organização", Lisboa, Editora.

#### **Recommended**

- Almeida, P. e Araújo, Sérgio (2017); "Introdução à Gestão de Animação Turística"; Lisboa, Lidel Editora;

- *Bispo, P. (2016); “A segurança no turismo e na indústria dos eventos”; Lisboa, Chiado Editora;*
- *Giacaglia, M.C. (2006); “Eventos – Como criar, estruturar e captar recursos”, São Paulo; Thomson.*
- *Giacaglia, M.C. (2003); “Organização de Eventos – Teoria e Prática”, São Paulo; Thomson.*
- *Madeira, B.; Caetano, J.; Rasquilha, L. e Santos, R. (2007); “Gestão e Marketing de Eventos Desportivos”; Porto, Plátano Editora.*

## **5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)**

*The methodology to be followed will be based on the teaching of theoretical and theoretical-practical classes and on the realization and presentation of a group work by the students. In theoretical and theoretical-practical classes, oral presentation will be privileged, supported by the projection of diagrams and graphics, debates, individual and group research, group work and other material related to the topics to be addressed. Audio equipment will also be used to better explore certain themes referred to in the programme.*

*Periodic assessment consists of a written assessment test (of a theoretical-practical nature) and a practical work (organization of an event). The absence of any of these two assessment moments implies the automatic transition to the Final Exam Assessment regime. The student's final grade in the periodic assessment is obtained through the following weighting: 40% for the assessment test grade and 60% for the practical work. Approval in the curricular unit implies a minimum grade of 7 points in each of the items (written test and practical work). The student who wants this type of assessment will have to attend 75% of the classes taught.*

*The student will automatically pass to the Final Exam assessment regime if they have a grade lower than 7.0 in any part of the assessment.*

*Assessment by final exam consists of a written assessment test of a theoretical-practical nature, which will determine the student's final classification*

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

*The assessment in various formats (written test and practical work) allows to demonstrate fully how students understand and apply the knowledge taught. Classes seek to establish a close contact with reality, encouraging the spirit of discussion and debate of ideas. This methodology is useful for engaging students, fostering the spirit of discussion and brainstorming. The organization of an event, planned by the students, stands out as a way to encourage students to put theoretical knowledge into practice.*

## 7. SYSTEM OF ATTENDANCE

*We consider that presence in classes is a very important element for the success of teaching/learning. Thus, in the case of periodic evaluation, it is necessary to have a minimum number of attendances of 75%. In the final and appeal evaluation, it is not necessary to be present in classes.*

## 8. CONTACTS AND OFFICE HOURS

Adriano Costa | a.costa@ipg.pt | 238 320 800

**Attendance:** Wednesday from 11:00 to 12:00.

Date: 01/03/2021

Signature:

Signature:

Area Coordinator

Professor(s) Name(s)