



EVENT EDUCATION FESTIVAL

LINEUP

DAY 1 – 20th JUNE

- 10:30** Warm-up & Coffee
- 11:00** Welcome • Moderation (Linda Kronberg, Hochschule Hannover)
- 11:05** Science Slam: Patrick Büttner (Hochschule Hannover)
- 11:15** Measuring current skills and skills gaps in event management: The InVent Skill Scan Tool. Insights on the European KA2 Erasmus+ Project „InVent“, Prof. Dr. Isabelle Thilo, Daniela Spott de Barrera, Hochschule Hannover, interview with Linda Kronberg

Activation/morning yoga

- 11:35** Keynote: Mastering Events like PICNIC or TEDx, Monique van Dusseldorp, van Dusseldorp BV, Amsterdam
- 12:00** Event Management in Shanghai, Prof. Dr. Kim Werner, Hochschule Osnabrück
- 12:25** Discussion: Monique van Dusseldorp, Prof. Dr. Kim Werner and Prof. Dr. Gernot Gehrke with students from Hochschule Hannover
- 13:00** **Lunch break**
- 13:45** Energize! with music
- 14:00** Spanish Master Programmes on Event Management, Prof. Dr. Juan Carlos Martin Hernandez, Universidad de Las Palmas de Gran Canaria, Las Palmas
- 14:30** Workshop Sessions I
- Tommy Neumann, VPLT: step2mice - Campaign on integrating refugees into the MICE industry, EU project „Event Industry Integration“
 - Maik-Fabian Goslar, Niedersächsische Staatstheater Hannover GmbH: Financing und marketing culture. A fascinating journey starting with a dual study programme in event management
 - Prof. Dr. Kim Werner: Women in the events industry (research project)
- 15:15** Slam Session (with slammers from the Hanover region)
- 15:45** Workshop Sessions II
- Bettina Rosenbach, AUMA, and Anna-Katharina Esche, fairconcept GmbH: Working in the trade fair business
 - Dr. Gerard Ryan: Crowd Management
 - Mariska Kesteloo, Word of MICE: Influencer Marketing in the MICE industry
- 16:30** Get-together with networking und music
- Optional: Visit to the Exposeeum: Museum of the World Exhibition Expo 2000 in Hanover, Expo Plaza 11 (open until 6pm, free of charge)
- 19:00** **End**

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DAY 2 – 21st JUNE

ab 10:30 Warm-up & Coffee

11:00 Welcome / Activation

11:05 **Open Space Campus** - staging:

- Spanish Master Programmes (Prof. Dr. Juan Carlos Martin Hernandez)
- FVM – Friends' Association of the HsH Event Management Programme
- Event technology - theory and practice (Randell Greenlee, VPLT)
- Women in the event industry (Bettina Rosenbach, AUMA, and Anna-Katharina Esche, fairconcept GmbH)
- Trade fairs & Congresses in the B2B sector (Carolin Pauly, Vincentz Network)
- Working in the arts and culture industry. What does that mean and what are the personal requirements? (Maik-Fabian Goslar, Niedersächsische Staatstheater Hannover GmbH – Lower Saxony State Theatre Hanover)
- InVent Skill Scan Tool (Daniela Spott de Barrera, Prof. Dr. Isabelle Thilo, Hochschule Hannover)
- Dr. Gerard Ryan: Event Management in the UK: theory und practice

12:45 Coffee break

13:00 Working in the trade fair business, Doris Petersen, Deutsche Messe, Hannover

13:25 Theoretical und practical aspects of poetry events, Jelena Budanceva, Program Director der Latvian Writers Union and lecturer at EKA University of Economics and Culture, Riga

13:45 Interviews & Conclusion, Prof. Dr. Gernot Gehrke, Prof. Dr. Isabelle Thilo, Linda Kronberg, Hochschule Hannover

Finale: Visit to Fête de la Musique, Hanover (optional)