



**Magiczny  
Kraków**

## **Event Focus - namely everything about events**

2016-04-19

**Event Focus -Student Training in the Event Industry is a series of training courses, the object of which is to familiarize students of higher educational institutions in Krakow with the event sector functioning.**

It is organised by the Department of Tourism of the Krakow University of Economics and the Convention Bureau of the City of Krakow with the support of KNTR InvenTure. The event is aimed at students of the Krakow universities and realised with the substantive partnership of the Event Industry Association (SBE), the Incentive Travel Organisers Association (SOIT) and the Society for Incentive Travel Excellence (SITE Poland). Technological partners are SYSKONF and SMSAPI.

The third edition of the training will be divided in two parts. The first part consists of lectures introducing issues to the event organisation, the subject of which will be the incentive travel market, event industry characteristics, the potential for that industry to develop, the preparation of an itinerary for successful incentive travel, the application of the “wow” effect as well as the functioning and potential of the Convention Bureau. In the second part, students representing various higher education institutions in Krakow will have an opportunity to participate in the workshops conducted in three diversified task-based groups.

The guests of the event will be industry practitioners well-known on the Polish and international markets: Marta Dunin-Michałowska – President of Mea Group, Chairman of the Board of SBE; Tomasz Dutkiewicz - Chairman of the Board of Nautica Incentive and Amplifica, vice- Chairman of the Board of SOIT; Katarzyna Janik – representative of the Krakow Convention Bureau; Agnieszka Muszyńska – the University of Physical Education in Warsaw, SITE Poland and Dr Krzysztof Borodako – lecturer of the new specialty in the Krakow University of Economics: „the Management of congresses and large-scale events”.

The training will take place on April 12th 2016 in the campus of the Krakow University of Economics, pavilion F, room 713 (7th floor) from 9:30 to 14:15.

The event is free of charge and is intended only for students.

The number of places is limited.

More information about the training and its speakers, as well as the registration form are available at <http://eventfocus3.syskonf.pl/>

Media patronage of the event: MICE Poland, MeetingPlanner.pl, Rynek Turystyczny, Krakow.pl, Kurier UEK.



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Feel free to participate!