# Lab on Events and exhibitions as communication tools

## Prof. Giovanna Duca

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students an understanding of events and exhibitions, their role in the communication mix and their coherence with the overall company strategy. It will focus on events and exhibitions as communication tools for companies, examining goals, planning and execution, performance evaluation.

**Learning outcomes**

By the end of the course students should learn the main steps of exhibiting at tradeshow and organizing or sponsoring events, with a focus on communication tools to support and promote activities.

***COURSE CONTENT***

Events and exhibitions: definitions, industry segmentation and ecosystem

Events and exhibition in the communication mix of companies

Targets and goals

Budgeting and planning

Marketing and promotion

Execution

Performance measurement and post shows activities

***READING LIST***

A reading list for the preparation of the exam will be provided during the course and collected by the professor.

***TEACHING METHOD***

The course includes lectures and practical group assignments.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will be based on a group presentation (4-5 people per group) about a specific case study; therefore, attendance is highly recommended. Those who can’t attend lessons are kindly requested to contact the teacher.

***NOTES AND PREREQUISITES***

Prerequisites: None

*Place and times of consultation hours*

By appointment on Teams