



28 May – 7 June 2023

# **THE POWER OF EVENTS**

## **Sustainable Development and Event Experience Design at The Ocean Race Aarhus, Denmark 2023**

The Power of Events - is an on-site Summer School Programme. It offers face to face contact with event organisers, involved sustainability developers, event guests, and participants. The global event vibe and the local atmospherics work as an up-close object of study and the student participating in the programme will, through a relevant case challenge, get involved, get experience and get theoretical understanding on sustainable event experience design during the unfolding of a global event.

Learning and case work will take place at different interesting locations – on-site at the event village, at business partners, in the tech areas, and at sea etc.

**APPLY NO LATER THAN**

**1 February 2023**

SEE MORE: [WWW.BAAA.DK/SAILING-2023/](http://WWW.BAAA.DK/SAILING-2023/)

## WE INVITE STUDENTS WHO ARE STUDYING WITHIN THE FOLLOWING AREAS:

- Service, Hospitality & Tourism Management
- Entrepreneurship
- Innovation
- International business
- Marketing
- Experience economy
- Event management

## TOPICS, THEMES AND THEORY

- Experience Design and New Green Experience Economy
- The Ocean Race Stopover Aarhus as a platform for case work and hands-on experiences during a MEGA event
- Sustainability and the UN SDGs
- Doughnut economy
- Experience economy
- Green experience economy
- Environmentally sustainable event design
- Climate understanding and planetary boundaries
- Sustainable business plans
- Marketing and communication
- Cross-cultural learning about sustainability and green transition

## EXPENSES

- Students must arrange and pay for transportation themselves
- The City of Aarhus offers free dorm accommodation (8 people sharing) for Business Academy Aarhus partners for the entire period
- Dinners at own expense
- A participant fee (€150) which covers course-related trips, company visits etc.



**Palle Nørgaard**, Senior Lecturer, Business Academy Aarhus

*"Event guests are curious and open minded. Through value driven experience design, through event venue atmospherics and highly engaged partnerships, the event scene has the potential to showcase and lead by example a way into an urgent green transition. A highly professional and planet scale event like The Ocean Race offers a unique opportunity, so we teach and learn here, with them - at the event. This course unlocks the toolbox for connecting event- and experience design to highly necessary sustainable development. Come join us!"*

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