COURSE SYLLABUS: Event creation – the incubator of ideas

Trainers: Associate Professor Ovidiu-Aurel Ghiuță, PhD, Associate Professor Lidiia Davybida, PhD.
Topic: Creative event planning from idea to impact
Total Duration: 30 hours (Theory: 5 hours / Practice: 7 hours / Evaluation: 3 hours / Individual learning: 15 hours)

1. Course Objectives

- General objective:
  To develop participants' competencies in creative and collaborative event creation by guiding them through a structured learning process that enables them to transform identified needs into well-designed and impactful events. The course aims to build the ability to plan, implement, and evaluate events that engage diverse audiences, involve relevant stakeholders, and operate effectively in both local and international or cross-border contexts.
- Specific objectives:
  The course aims to enable participants to understand events as tools for communication, education, intercultural exchange, and community engagement, and to apply this understanding in practical settings. Participants will learn to identify and analyse real needs, problems, and opportunities and translate them into coherent and audience-oriented event concepts.
  They will develop the ability to design complete event frameworks, including stakeholder involvement, communication strategies, visualisation of ideas, and basic budgeting, ensuring feasibility and clarity of implementation. The course also focuses on applying practical methods for event promotion, audience engagement, and coordination of activities during implementation.
  Participants will be able to organise basic monitoring and follow-up processes, including feedback collection and assessment of event outcomes and impact, supporting continuous improvement. In the long term, the course contributes to the development of transversal competencies such as teamwork, creativity, communication, project-based collaboration, and resource planning, strengthening participants' capacity to initiate and manage events in diverse and international or cross-border environments.

2. Specific Competencies Acquired

Upon completion of this course, participants will be able to:

Competency Type	**Detailed Description**
Professional Competencies	Apply structured event creation methodologies to develop events from concept to evaluation; identify needs and target audiences and translate them into coherent event concepts; design event plans including stakeholder engagement strategies, communication approaches, visualisation tools, and basic budgeting; organise event promotion and implementation activities using appropriate offline and digital tools; apply basic monitoring and evaluation techniques, including feedback collection and impact assessment.
Transversal Competencies	Demonstrate teamwork and collaborative problem-solving in project-based tasks; apply effective communication skills in multicultural and interdisciplinary contexts, including international and cross-border

Competency Type	Detailed Description
	settings; show creativity and innovation in idea generation and event design; develop critical thinking in analysing needs, audiences, and outcomes; demonstrate organisational and time-management skills in planning and delivering event-related activities; strengthen adaptability and initiative in dynamic project environments.

3. Course Content

3.1. Theoretical Part

- **Module 1: Defining the problem/need that can be tackled by an event** – events as tools for communication, education, intercultural exchange and community engagement; identifying real needs, problems and opportunities; translating the need into the rationale of the event; formulating SMART objectives.
- **Module 2: Processes of generating ideas** – divergent and convergent thinking in event design; ideation techniques (brainstorming, brainwriting, mind mapping, SCAMPER); selecting and refining event ideas.
- **Module 3: Publics segments involved** – publics vs. stakeholders; applied segmentation criteria (socio-demographic, geographic, behavioural, psychographic); audience personas; prioritising primary and secondary segments.
- **Module 4: How to involve different institutions** – typology of institutional partners (public authorities, NGOs, educational institutions, private sector, media); forms of involvement (partnership, sponsorship, in-kind contributions, volunteering); stakeholder mapping and approaching institutions.
- **Module 5: Communication with the public segments** – communication strategy for events; key messages and their adaptation per audience segment; choosing channels; communication before, during and after the event.
- **Module 6: Promotion of the event** – the promotional mix for events; online and offline promotion; promotion calendar; basic visual identity; practical design tools.
- **Module 7: Follow-up of the event** – collecting and analysing feedback (surveys, NPS); evaluating outcomes against the SMART objectives; post-event report and lessons learned; follow-up actions and monitoring of results.

3.2. Practical Activities

- **Workshop 1: Identifying Community Needs and Setting SMART Objectives** – participants will define a real problem or need that can be addressed through an event.
- **Task:** Participants work in small groups to analyse a local/community challenge and prepare a short concept note for a possible event, including the problem/need addressed, SMART objectives, target audience (preliminary), expected impact and event format. Each group presents its concept note; objectives are checked together against the SMART criteria.
- **Output feeding the group mini-project:** Problem statement and SMART objectives of the team's event.
- **Workshop 2: Brainstorming Application – From Need to Event Idea** – participants will formulate an event idea
- **Task:** Starting from the problem and objectives defined in Workshop 1, each group runs a structured brainstorming session to generate event ideas (quantity first, no criticism), then clusters the ideas and selects one event concept using simple selection criteria (relevance, feasibility, originality). The selected idea becomes the basis of the group mini-project.
- **Output feeding the group mini-project:** The selected event idea/concept of the team.

- **Workshop 3: Applied Segmentation and Audience Personas** – participants will identify key audience segments.
- **Task:** In small groups, participants segment the public for their selected event idea using concrete criteria, prioritise the segments, and create 2–3 audience personas. Each group presents the segments and personas and explains the implications for the event format and communication needs of each segment.
- **Output feeding the group mini-project:** Audience segments and personas of the team's event.
- **Workshop 4: Event Planning Canvas – Partnerships, Roles and Resources** – participants will develop a basic implementation plan for an event, identify possible sources of support, and prepare a draft event budget.
- **Task:** Small groups prepare an event planning canvas for their event, including a stakeholder map, partnership opportunities, timeline, roles and responsibilities, venue/logistics considerations, risk assessment and a resources & budget section. A simple budget template is presented; the detailed draft budget is developed by each team as part of the individual study group project.
- **Output feeding the group mini-project:** Planning canvas with stakeholder map and resource/budget outline.
- **Workshop 5: Communication & Promotion Lab** – participants will create communication plans and basic promotional materials for an event campaign.
- **Task A:** Using Canva or similar tools, groups create a draft promotional package for their event – a social media post, an event poster and a short announcement – adapted to the channels and segments identified in Workshop 3.
- **Task B:** Short role-play simulating event-day communication situations (registration, coordination with partners, responding to audience questions and unexpected problems).
- **Output feeding the group mini-project:** Communication plan outline and draft promotional materials.
- **Final Presentation: Event Mini-Project Showcase** – participants will present the complete concept and implementation plan of their event developed throughout the training course.
- **Task:** Working in small groups, participants prepare and deliver a final presentation of their event mini-project, integrating the results of all previous workshops. The presentation should include problem statement and SMART objectives, selected event idea, audience segments and personas, planning canvas, partnerships, resources and budget outline, communication plan and promotional materials, evaluation and follow-up plan. Groups present their projects to peers and trainers, followed by discussion and feedback. The final evaluation consists of the presentation of the complete mini-project, integrating all of the above elements.

4. Delivery Formats: Hybrid (online (Google Meet, Google Classroom) and on-site)

Course calendar (joint and parallel sessions, EEST):

Day	USV (RO)	IFNTUOG (UA)	Joint window • content
Fri, 19.06.2026	16:00–20:00 (4 h)	16:00–18:00 (2 h)	16:00–18:00 • Opening + theory of Modules 1, 2, 3
Sat, 20.06.2026	11:00–15:00 (4 h)	–	– (USV workshops)
Thu, 25.06.2026	16:00–20:00 (4 h)	14:00–18:00 (4 h)	16:00–18:00 • Theory of Modules 4, 5 & 6
Fri, 26.06.2026	–	12:00–18:00 (6 h)	– (IFNTUOG workshops)
Thu, 02.07.2026	16:00–19:00 (3 h)	15:00–18:00 (3 h)	16:00–18:00 • Final project presentations (final multiple-choice test in parallel on-site

			blocks)

5. Training Methods

- Interactive lectures introducing key concepts and stages of event creation
- Discussion and brainstorming for idea generation and critical reflection
- Case studies and practical workshops focused on designing event concepts, communication plans, visualisation tools, and basic budgeting
- Group work and project-based learning through mini-event design tasks

6. Individual Study Activities

Core Essence: Individual study plays a supportive role in consolidating and extending knowledge gained during interactive sessions. It encourages participants to independently analyse concepts, reflect on practical examples, and prepare for collaborative work. This component strengthens critical thinking, autonomy, and the ability to apply event creation tools in real planning situations, including within team-based and international contexts.
Tasks:

1. Reading mandatory and recommended bibliographic materials.
2. Analysing case studies of successful local and international events to identify good practices.
3. Solving applied assignments such as identifying target audiences, drafting event concepts, creating detailed budgeting drafts, and preparing simple communication and promotion plans.
4. Developing elements of event design, including visual concepts, and promotion materials.
5. Designing an event evaluation and follow-up plan, including a short feedback survey.
6. Group project (3–4 participants): participants will work in small teams to develop a mini event project titled “From Idea to Impact Event Design”. The project will include identification of a need, definition of target audiences, development of an event concept, stakeholder mapping, communication and promotion strategy, basic budgeting, and visualisation of the event idea. Each team will also provide a brief reflection on expected outcomes, feasibility, and potential impact in a local or cross-border context.

7. Evaluation Methods

Evaluation Type	Criteria and Methods	Weight in Final Grade
Continuous Assessment	Active participation, practical exercises during classes	20%
Final Evaluation	Individual final test	40%
Final Evaluation	Final project presentation (group evaluation)	40%

8. Glossary of Terms

Agenda: Event planning agenda is a structured list or plan of topics, activities, or tasks to be discussed or carried out during a meeting, event, or gathering. Agenda helps everyone stay organized and on track. Other synonyms for agenda include for example schedule, program, outline, or timetable.
Blackout date: A specific day or period when something is not available or allowed, usually because of some restriction or other special reason. For example when venues are not available for booking during holidays, peak seasons, or maintenance.
Brief: A document that summarizes important information and goals for an upcoming event. It helps everyone

involved understand what the event is about and what we want to achieve.

Budgeting: Budgeting involves figuring out how much money is needed for an event. Then you have to decide how to spend the money on various aspects of the event. These aspects include for example venue rental, catering, entertainment, or marketing.

Event: Event is an occasion where people gather for a specific purpose, like a meeting, celebration, or performance.

Event management: Event management is the process of planning, organizing, and executing events, such as conferences, weddings, concerts, or corporate meetings. It involves handling all the details, like choosing a venue, coordinating vendors, managing budgets, creating schedules, and ensuring the event runs smoothly.

Event planning: Event planning is basically another word for hosting an event. Event planning refers to the process of organizing and coordinating all the details of an event. It involves deciding on the date and location, managing budgets, arranging vendors, and making sure everything runs smoothly on the day of the event.

GDPR: The acronym stands for General Data Protection Regulation. GDPR is a set of rules which instructs organizations and companies how to collect and process personal information from individuals within the European Union.

Keynote: Keynote refers to the main speech or a presentation that kicks off the whole event. It is usually delivered by a notable speaker or expert in the field otherwise known as keynote speaker.

NPS (Net promoter score): A metric used to measure the satisfaction and loyalty of event participants by assessing how likely they are to recommend the event to others. It is typically based on a simple question asking attendees to rate their likelihood of recommending the event on a scale from 0 to 10, helping organisers evaluate overall participant experience and event effectiveness.

Post-event evaluation: Post-event evaluation refers to assessing the success of an event by gathering feedback from attendees, sponsors, and staff.

Stakeholder: Any individual or group with a vested interest or influence in the success of an event, including clients, sponsors, vendors, staff, and attendees.

Timeline: It is a chronological schedule that outlines key tasks and deadlines leading up to and during an event.

9. Recommended References and Sources

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