




Program
Sport Event Marketing

Day	Time	Location	Activity
30-05-2023 Tuesday	09.45 – 13.00	Groenewoudseweg 1 Room P0.08	Welcome & introduction Event presentation students
	13.45 – 17.00		Case analysis & assignment Tour of the campus
31-05-2023 Wednesday	09.00 – 13.00	You will be picked up at Groenewoudseweg 1 at 9:00 	Fieldtrip Oss to Team TOC . They organize and produce national and international sports events.
	13.45 – 17.00	On location	Gelredome Stadium tour in Arnhem
	17.00 – 19.00	Free choice	Homework assignment
01-06-2023 Thursday	9.45 – 13.00	Kapittelweg 33 	Theory sport events
	13.45 – 17.00	Room X0.03	Workshop assignment
02-06-2023 Friday	9.45 – 13.00	Heyendaalseweg 121	Best practices & Inspiration
	13.45 – 17.30	Room K0.025A 	Presentations & social drink

Map with important locations

