



## Business Project “Höhenflug“

- **Project Client**  
FH Kufstein Tirol, Study Program Sports, Culture & Event Management
- **Project Duration**  
Two Semesters – it will be continued by another class
- **Project Goal**  
Social Media
- **What was the main focus of your project?**  
Höhenflug is the Social Media appearance of the SKVM students. Created and maintained by students of the bachelor’s degree program Sports, Culture & Event Management. The goal of the Höhenflug social media accounts is to share interesting, informative but above all different SKVM content about the degree program, the professors and praxis projects with the students. The motto here is "crazy, wacky and just a liiiittle bit different than the rest. and totally proud of it. welcome to skvm!"
- **What did the team members like the most? What did they enjoy the most?**  
Searching for exciting topics and images for our Höhenflug social media sites was the most fun we had, browsing Instagram and Co for funny, exciting and helpful story ideas. And then the creative design of the posts. picture search, wording and hashtag selection.
- **Which personal interests or requirements should someone bring along for this project?**  
A lot of creativity, good time management, a structured way of working, Spark knowledge and most important of all: THE LOVE FOR SOCIAL MEDIA.
- **What did you learn?**  
A lot of creativity, good time management, a structured way of working, Adobe InDesign knowledge and most important of all: THE LOVE FOR SOCIAL MEDIA.
- **What was the biggest challenge?**  
The biggest challenge was that we wanted our content to stand out from the other FH Kufstein Tirol social media sites. So we had to come up with a concept that did not yet exist, but which was also feasible in this difficult corona situation.