



## Business Project „Out of the Box #5“

- **Project Client**  
FH Kufstein Tirol - Sports, Culture & Event Management
- **Project Duration**  
One Semesters – it will be continued by another class
- **Project Goal**  
Organization of an event
- **What was the main focus of your project?**  
The focus of the project is to organize an event to promote sustainable behaviours for inhabitants of the city of Kufstein. The successful outcome of the event requires contracts with sponsors, marketing, efficient communication with stakeholders and good time management for its promotion.
- **What did the team members like the most? What did they enjoy the most?**  
The team enjoyed planning an event for the city where the students study, because this improves the sense of belonging to a place.
- **Which personal interests or requirements should someone bring along for this project?**  
Awareness regarding sustainability topic and management skills. In addition, it is important that, at least, half of the group is able to speak German, since the communication with sponsors and stakeholders is in German language.
- **What did you learn?**  
The team has learned the importance of having a specific role in the planning process and the communication between the members, in order to be updated regarding the Covid-19 restrictions.
- **What was the biggest challenge?**  
Planning during Covid times, because not only everything was uncertain until the end of the project, but also we were not able to communicate efficiently with the venue, with the bands and have meetings in person.