



Business Project „Alte Musik Innsbruck // Early Music Innsbruck “

- **Project Client**
Tourism Board Innsbruck
- **Project Duration**
Two Semesters – it will be continued by another class
- **Project Goal**
Organization of an event

- **What was the main focus of your project?**
 - create awareness for Early Music
 - connect the Old Town in Innsbruck with Early Music

(side goal) due to city constructions in Innsbruck: create and stage something lovely for the locals that drives their attention away from the construction noise

- **What did the team members like the most? What did they enjoy the most?**
 - creating and organizing an event
 - seeing people's reactions
- **Which personal interests or requirements should someone bring along for this project?**
 - event planning
 - communication skills
 - appreciation of music
 - some German speakers per group needed
- **What did you learn?**
 - situations can change easily
 - weather is often not in your favour
 - it is important to be flexible and work date to date / one event at a time
- **What was the biggest challenge?**
 - uncertainty with COVID-19 if events were even happening
 - coronavirus pandemic & health + safety restrictions
 - city constructions in Innsbruck (noise, aspired location sites under constructions etc.)
 - location scouting was not possible