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Organizzati gli Eventi - ATTO 2 - POSIZIONAMENTO (Italian Edition)

Ricky Butera

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Per creare eventi vincenti devi prima apprendere a fondo la conoscenza di te stesso!
CHE COS'È UN EVENTO?
Questa domanda apre una serie innumerevole di strade da percorrere. Per capire ed indagare su un fenomeno così complesso come l'EVENTO dobbiamo capire quali sono le sue classificazioni e delimitarne il campo di studio.
Quando in termini di studio parliamo di "eventi" possiamo indicarli per mettere in evidenza e sottolineare il carattere rievocativo e rituale dell'evento, identificandolo come "un rito pubblico tematizzato", che nasce con una finalità ben distinta e delimitata nel tempo; possiamo anche definirlo soffermandoci sulla forza comunicativa che suscita interesse in un pubblico e ne richiama l'attenzione.
Un evento può essere considerato sia come un'attività ludica e ricreativa, che come uno strumento divulgativo per arrivare in modo efficace a obbiettivi, che se è prefissato ha necessariamente bisogna di una cosa fondamentale: DEVE ESSERE PROGRAMMATO.
Ogni piccolo particolare deve essere curato nei minimi dettagli.
Organizzare un evento è un'esperienza molto appagante, ma che non può assolutamente prevedere improvvisazione.
Proprio per questo chi si affaccia a questa attività deve diventare una figura professionale e capace di maneggiare con maestria tutti gli elementi a sua disposizione.

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