EVENT MANAGEMENT

Assen University of Management offers you an international environment where you feel at home from the start.

COURSE
It is the place to be for studying Event Management. The whole world is waiting for the best managers. This manager you can become at AUM. The teachers are very enthusiastic to make you the best manager.

INFRASTRUCTURE
Assen is a city in the north of the Netherlands. We give you the TT circuit, the festival, sport facilities, and much more! At AUM you not only excel in Academics, but also broaden you horizons into other verticals like Sports&Culture with a Inhouse World class Golf course, swimming pool, football stadiums.

INTRODUCTION PROGRAMME
Come and participate in our Introduction Programme, six days of great pleasure. You can improve your management skills.

CONTACT

Head of AUM
Frederic Schoutetens
e-mail: frederic.schoutetens@aum.nl
phone: +31 05 78 23 47

International office
Fernando Agustin Iniguez Rabago
e-mail: fernado.iniguez@aum.nl
phone: +31 06 63 59 32

Faculty of Management
Nishanth Ramanathan
e-mail: nishanth.ramanathan@aum.nl
phone: +31 07 37 92 38
**DAY 1:** Meet & Greet

The first day is about meeting your fellow students from around the world.

You can take a guided tour around the campus and the beautiful town of Assen.

Also, you can enjoy a drink with your friends and other students. Our staff will welcome you!

**DAY 2:** Plan day one

In the second day of the Introduction Programme, the students are divided into different groups consisting of mixed nationalities.

There are three groups named sports of the world, arts&culture and discover Assen.

Students are expected to get to know better their fellow team members, and discuss aspects of their individual cultures.

**DAY 3:** Brainstorming

This is the main day of preparation for the event each team is expected to organize.

Each team is responsible for the planning of one of the following days of the Introduction Programme.

This is going to serve as a first challenge and it will give the students a taste of what is to follow in their studies.

**DAY 4:** Arts&Culture

Dance cultures of different nationalities will meet here.

The representatives will teach you their respective national dances.

You can also participate in the preparation of Assen Dance Festival, the biggest festival in the northern Netherlands.

**DAY 5:** Sports of the world

At this event, sports from around the world meet each other. You can play popular sports from different countries.

The representatives from this event introduce their national sports to everybody.

Teams of mixed nationalities will compete in multiple sports. The winning team gets free tickets for the MotoGP Assen and will meet the racers.

**DAY 6:**

All students will participate in a guided tour of the beautiful city of Assen.

This event will be organized by a committee of students from around the world. There will also be seminars, given by Dutch students, about the Dutch culture and the Netherlands.

The goal of this event is about to help foreign students to integrate in the Netherlands.