

## STEP 1 (Introduction) - 10 min

Has to be business plan presented fully to students and teachers!

Welcome to **IMT Event Management Corporation**

### **Congratulations!**

You now became main team of our corporation!

We very much count on your knowledge you received during last 3 IMT projects, learned in school and in family.

Our corporation will present to our tourists (which can be your family and education authorities) 14 days unforgettable trip to Italy!

### **The corporation has 5 departments:**

- 1 Welcome, Transfers & Accommodation (Locations, cities to visit and routes)
- 2 Places to visit (attractions, museums, sightseeing)
- 3 Schools, Colleges & Universities
- 4 Cafe, Restaurants, sport, Adventure Parks, Zoo, Botanical gardens
- 5 Financial department

**Head of the corporation has to be student – he/she coordinates all jobs!**

**Students have to be appointed to different departments!**

**Teachers have to be involved in different departments!**

**Action Plan:**

## STEP 1 - 5 min

### **Department 1**

- Choose the list of the cities to visit, count on geographical location,
- Choose the start point (airport of arrival) and city of departure.
- Choose the route that allows tourists to visit other cities during trip.

(Milan, Verona, Venice, San Marino, Florence, Rome, Pompei)

or

(Rome, Pompei, Florence, San Marino, Venice, Verona, Milan)

\* Underlined cities recommended for overnight (stay in the hotel)

\* You can choose your own rout, arrival and departure cities.

### **Department 2, 3 & 4**

- Plan the number of days to stay in each city
- Total number of trip - 14 days 13 nights

## Department 5

- Start researching the cost of Airport transfer to city center in Milan and Rome
- Look for possible ways of traveling by bus or train or plane between cities.

\* Department 5 works with all other **Departments 1,2,3,4** in **collaboration**

## STEP 2 - 25 min

After the arrival and departure cities set

The touristic rout and number of days in each city set

**Department 1 & 5** - Planning **welcome meeting** in Airport, choose the hotel in city center, planning **transfer** to city center, after finishing the city tour ( a few hours or several days) to plan transfer to next city

- Use web pages as [www.booking.com](http://www.booking.com) or [www.expedia.com](http://www.expedia.com),
- Also look for low cost flights between cities, bus or train connections.

**Department 2** - Places to visit (**attractions, museums, sightseeing**)

- Please provide short descriptions
- Why we have to visit that place
- Photo or short video,
- Location on city map (**Collaborate with Department 1**).

**Department 3** - **Schools, Colleges & Universities**

- Please present most popular educational institution in the city
- Why they are popular
- Which famous person graduate from university or school
- Short descriptions, photo or short video
- Location on city map (**Collaborate with Department 1**).

**Department 4** - **Cafe, Restaurants, sport, adventure parks, Zoo, & Botanical gardens**

- What you recommend to taste in this city? (Pizza, pasta ...)
- Choose the cafe or restaurant **near the attraction or museum** guests will be visiting (**Collaborate with Department 3**).
- Suggests places to visit as sport events or adventure parks, zoo or botanical garden (**not necessary each city**)

### **Department 5 - Financial Department**

Works in collaboration with **Departments 1, 2, 3 and 4** to research in Internet and calculate:

- Airport transfers (Airport to city center)
- Hotel cost per night (BB – including bed and breakfast)
- Entrance tickets cost for museums and attractions
- Lunch and dinner cost in café and restaurant per person
- Transfers between cities (train, airline, bus)

### **STEP 3 - 25 min**

**All Departments** presenting their findings (5 min each department)

**IMPORTANTE** – NEXT WEEK, all 5 Departments findings and presentations we have to put **in one** 10 – 15 minute FINAL presentation.

**During the week** (at home and school) the students and teachers improving their findings and thinking how to put together all 5 presentation in one !

**Next week** - students during hour preparing final presentation - then 10-15 min FINAL presentation (Project Defense!!!) for parents and school administration