

# 30 Minuten für Veranstaltungs-Dramaturgie (German Edition)

Reinhard Philippi



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Was zeichnet eine Veranstaltung als Event aus, welche Dramaturgie macht sie für den Besucher zu etwas Besonderem? Was sind die Kernthemen (Keyfacts, Keymessages, Keyvisuals)? Was sagt die Gestaltung der Location aus? Wie schaut das Rahmenprogramm und der Service aus? Wie hüten Sie den Flohzirkus und halten das Tagungsmanagement unter Kontrolle? Was können wir hinsichtlich Dramaturgie von der Kirche lernen?



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