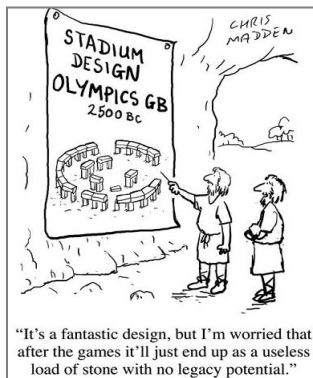


## IB Report: International Seminar 2012

### Looking back on the 12th International Seminar

### ISEM 2012 analyzed the impact of mega-events

Mega-events are characterized by their name-giving dimensions: with the complexity of their logistics, the vast scope of stakeholders involved or affected, and their intense media exposure, management processes are complex and time-critical. Yet mega-events are generally believed to entail substantial contributions to the host location's local or even national economy and social structure. Next to an influx of investments, positive factors such as job creation, skills development, and branding effects are usually referred to.



The International Seminar 2012 set itself the challenging topic to analyze the impact of mega-events, acknowledging that in order to do so, students would need to consider whether the economic, environmental, and socio-cultural impacts of mega-events represent a net benefit, whether they are sustainable, and in how far they have to be pitted against possible drawbacks and negative effects.

Research Questions covered by the students' in preparation of the ISEM conference, during the workshop sessions and guest lectures included, but were not limited to:

- ◆ Which models and theories discussed in the research literature can support managers in the evaluation of mega-events?
- ◆ What are the "tangible" (quantifiable) and "intangible" (qualitative) criteria by which the impact of mega-events is measured?
- ◆ How are they operationalized and evaluated?
- ◆ What are the key success factors of mega-event discussed in the research literature?
- ◆ What are the implications of choosing a stakeholder management approach towards organizing mega-events?
- ◆ What are the particular implications for managing selected mega-events in terms of logistics, human resources, or public relations?

Teamed up in four workshop groups, the students prepared pitches for an impact study of the 2022 FIFA World Championship in Qatar, presenting their concept of how best to approach the challenge.



ISEM 2012: Participants and staff at Kozminski University

## IB Report: International Seminar 2012

*ISEM News ----- ISEM News ----- ISEM News ----- ISEM News ----- ISEM News ----- ISEM News*

### New homepage for the International Seminar!

Thanks to the effort and creativity of this year's student organizers, Ms. Emma Schneider and Ms. Birthe Pentz from the DHBW Mannheim, the ISEM now has its own and brand-new homepage:

[www.international-seminar.eu](http://www.international-seminar.eu)

The new homepage provides all interested parties with the most important information about the International Seminar before, during, and after the ISEM conference and expands the international experience by providing a platform to interact and stay in touch. Registration is free and all former, current, or potential future participants are heartily invited to join up and make use of this new option to communicate with the ever-growing "Team ISEM".

### Welcome to our new ISEM partner!

For the first time, students from **T.C. Kültür University Istanbul (Turkey)** participated in the ISEM. Tutored by Ayşe Bülbül, these students went "the extra mile" in more than one sense, not only by travelling the furthest and experiencing the most severe climate shock to join the seminar conference in wintery Warsaw. But they also stretched the furthest from the usual contents of their International Relations studies to engage in the ISEM's interdisciplinary topic. Their additional efforts in preparing for the intensive teamwork with "the business students" impressed us just as much as the wonderful Turkish delights they brought from home. The greatest delight, however, is to welcome a new ISEM partner embracing its concept with such spirit!

*ISEM News ----- ISEM News ----- ISEM News ----- ISEM News ----- ISEM News ----- ISEM News*

### Kozminski University hosts ISEM conference for the second time

### Enjoying Polish hospitality and high-profile guest speakers

Over the past 12 years, the International Seminar has become a major driver in the international cooperation between the department of International Business at the DHBW Mannheim and its partner universities abroad. The cooperation with the Akademia Leona Kozminkiego, or Kozminski University, in particular, has been thriving in this regard, owing to our Polish partner's high engagement with the ISEM and their active contributions towards its development. In 2012, Kozminski University invited the ISEM participants to meet for the concluding conference in Warsaw for the second time.

With Joanna Kartasiewicz joining the organization team with unconditional dedication, the four-days intensive seminar program was perfectly organized. 38 students from the four participating universities



representing more than eight different nationalities profited from 7 high-profile guest speakers, extensive workshop sessions coached by professors and staff from the participating universities, and a wonderful framing program, ranging from a welcome treat of Polish cuisine to an invitation to the Kozminski Christmas party. On the final day, after their concluding presentations, the participants were invited out for an impressive open fusion farewell dinner.

Kozminski University's warmth, student-orientation, and hospitality left the students commenting in the ISEM feedback forms on how they wished the seminar could have lasted double as long. We want to thank Joanna and all those involved in the planning and organization for their efforts!

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**Interested in learning more about Kozminski University? Visit them on: [www.kozminski.edu.pl](http://www.kozminski.edu.pl)**

## IB Report: International Seminar 2012

### Sponsors of the International Seminar

### Generous contributions make the ISEM 2012 a special event for all involved

For the past twelve years, students participating in the International Seminar have confirmed how the international learning experience has enriched their studies. The ISEM is a learning experience which most literally crosses borders:

It brings together students from different countries, different study programs, and different phases in their studies to have them work together on an interdisciplinary topic. It breaks out of the predominant lecture format often dominating higher education and places greater emphasis on individual preparation and group work in expanding knowledge and skills. Last but not least, it adds the contact to experts from the field and guest speakers as well a framing program to the schedule.

Without our sponsors' financial contributions and support, participating in the ISEM 2012 would not have been possible for many of the students and its program could not have been as diverse and full-rounded.

However, none of that would be possible without the support of those who believe in the importance of an international education. In the name of all participants, we want to sincerely thank the sponsors of the International Seminar 2012:

- ◆ Stiftung für deutsch-polnische Zusammenarbeit (Warsaw/Berlin)
- ◆ ÖVA Stiftung, Wissenschafts- und Kulturförderung an der DHBW Mannheim (Mannheim)



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**Want to become an ISEM sponsor? Every contribution makes a difference!**

### Prof. Grzegorz Mazurek

#### National Branding and Mega-Events



"I want to poke you with 'needles', with some irritating ideas that should keep 'annoying' you during your discussions."

Kozminski University's marketing professor and Vice-Rector for International Cooperation, Grzegorz Mazurek opened the ISEM 2012 with

impulses concerning the possible effects of mega-events on national branding.

He made sure to send the students on their way with some nagging considerations in mind, which make studying the impact of mega-events not easier, but more acute as to such important aspects as: What does it mean to "manage" events and their impact today and how does it differ from classical conceptions of plan-execute-control?

### Dr. Igor Mitroczyk

#### Poland at the World Exhibition

How do you present the identity and ambitions of an entire country to a world audience, especially if they are characterized by such apparent polar opposites as Poland's? Dr. Mitroczyk from the Department of Sustainable Development at the Polish Ministry of the Environment gave the ISEM participants an insightful overview of how the team around Poland's pavilion for the World Exhibition EXPO in Shanghai, China, in 2010 excelled at this challenge, despite budget cuts and the small to non-existent familiarity between Asia and Poland. Focusing on what you have in common with your visitors is the key, as he explained.

"In the end, we spent around 1€ per visitor to introduce Poland to China. People who didn't know where Poland was before left with positive impressions of things we share and visitor numbers from Asia have increased considerably since the EXPO. I consider that a sensible investment."



## IB Report: International Seminar 2012

### Mrs. von Loeben and Mrs. Wiejak-Roy from PwC Consultants for mega-events and their challenges



Managing a mega-event means coordinating multiple, highly entwined and complex projects simultaneously. With each part a challenge in itself, it is especially critical to also keep an overview of the big picture. Therefore, mega-event organizers often elicit the help of professional management consultants such as PwC.

With the combined experience of our guests from the Warsaw office, Mrs. von Loeben and Mrs. Wiejak-Roy, the ISEM participants were given a tour de force through a variety of mega-events in the PwC client portfolio, ranging from a city's complete makeover in Barcelona to outdoor air conditioning systems in Qatar.

You can find the guest speakers' presentations on the ISEM Webpage: [www.international-seminar.eu](http://www.international-seminar.eu)

### Mr. Pawel Madler Legacy of the EURO 2012 in Poland

After jointly hosting the 2012 UEFA European Soccer Championship, Poland and the Ukraine were showered with praise for a flawlessly organized and perfectly presented mega-event – despite the critical voices, an initial lack of self-confidence, and the many challenges faced throughout the application and preparation phases. Mr. Madler, responsible for Poland's promotion during the EURO 2012, recaptured the most decisive moments of the hosting experience and illustrated the particular attention paid to ensuring sustainability in all investments and building projects.

“Nothing we did was for the EURO 2012 only.”

The students were given impressive examples for the chances and risks of mega-event legacy, including a glance on the 24h tournament clock and the efforts of engaging a whole hosting nation.



### Prof. Allan Brimicombe Impact Study of London 2012

Hosting the Olympic Summer Games has noticeably changed the urban face of the city of London. ISEM tutor Prof. Allan Brimicombe from the East London University has been project leader of the London 2012 Impact Study. He took the ISEM participants on a tour through the sites and the entailed social, economic, and environmental changes.

“Looking closely, we found that even incidences of domestic violence are affected by a mega-event, as emotions both good and bad run high.”



Especially, the students profited from Prof. Brimicombe's insider experience from being charged with the International Olympic Committee's extensive requirements concerning data collection and analysis on 56 time series indicators.

### Exploring Warsaw

### ISEM participants share a Glühwein on the Warsaw Christmas market

Together with Kozminski University's active ESN network coordinating activities for international guest students, the ISEM participants were out and about on the evenings after a long day's work on the intensive seminar program. They explored Warsaw's pub and club scene and visited the Christmas market among the impressive light decoration in the beautiful old town.

## IB Report: International Seminar 2012

### ISEM Workshops

#### Expert Focus Groups competing to impress the sheiks of Qatar



Before meeting in Warsaw, the participating students had each prepared the research questions of their respective “expert focus group”: whether qualitative and quantitative measures for impact assessments, key success factors, involved and affected stakeholders, or the challenges faced in terms of project management – each group worked hard during the four conference days to bring together, discuss and expand on the knowledge gathered in preparation for the ISEM.

What is more: after preparing different mega-events of interest in their home countries, from a Formula One Grand Prix over massive rock concerts to fairs and exhibitions of global reach and nation-wide charity events – the students were now challenged to transfer the researched information to another mega-event, the soccer world championship hosted in the deserts of oil-rich Qatar. Figuring out what parts of their research for the other mega-events could be applied and where adjustments or reconsiderations were necessary kept the working groups and their tutors busy. After all, each group had to prepare a winning presentation to convince the fictitious “customer” from Qatar seeking expert support at the end of the seminar conference.

You can find the workshop groups’ presentations on the ISEM Webpage: [www.international-seminar.eu](http://www.international-seminar.eu)

### Prof. Martin Kornmeier

#### Profiling visitors and their motives

Meet Mrs. Maria Mustermann, the average visitor to the German “Catholics Day” event, hosted in Mannheim in 2012. She shares the most commonly represented characteristics with the total of almost 5000 participants of an evaluation study conducted in a cooperative research project led by ISEM tutor Prof. Martin Kornmeier at the DHBW Mannheim.

For the ISEM participants, Prof. Kornmeier explained how important it is for mega-event organizers to know who their participants or visitors are and what motivates them to come and engage in the offered programs. With illustrative examples he showed how the survey responses help mega-event organizers to optimize the way in which these target groups can be addressed.



“To ensure our sample was representative, we had to combine different data sourcing techniques. You might be surprised how many nuns were happy to provide us with their email addresses for an online survey!”

### “It’s all about passion”

#### Jurek Owskiak and the Great Orchestra

Kozminski University has made the impossible possible and won over Jurek Owskiak, founder and head of “the Great Orchestra of Christmas Charity Foundation” as guest speaker. Every year, Mr. Owskiak and his volunteers break their own records in mobilizing incredible amounts of donations and his foundation turns this nation-wide charity into projects for children’s hospitals and Poland’s health-care infrastructure.



Doing what Mr. Owskiak does requires absolute passion as he says, and it certainly requires a special kind of personality in charge. While the simultaneous translator, which Kozminski had invited to help the non-Polish speakers to follow Mr. Owskiak presentation, fell into utter despair, the participants were awestruck by this “my way or the highway” performance of a charismatic, uncompromising personality.

## IB Report: International Seminar 2012

### ISEM Workshop Challenge

#### The winning pitch

According to this year's ISEM Workshop Challenge, the organizing committee of the FIFA World Cup 2022 in Qatar was looking for professional analysts to entrust with an impact study of this international mega-event. They invited the workshop teams to present their concepts of how to monitor, measure and evaluate the world cup's impact on its host location. All concepts were to be well-researched, clearly structured, and



enriched with fitting examples or best practice benchmarks from other mega-events.

On the concluding seminar day, the jury of ISEM tutors deemed that workshop team Nr. 3 had most convincingly argued how the event organizers could profit from their suggestions, including

key factors which would decide about the success of the soccer mega-event for Qatar as hosting nation. The picture shows the winning team.

### Outlook on the International Seminar 2013

#### Managing Crises

As we are looking back on the ISEM 2012, plans for the International Seminar 2013 are already in the making. Our new partners from T.C. Kültür University have invited the ISEM to Istanbul! For the first time, students from the bi-national International Business program, founded in 2011 in cooperation between the DHBW Mannheim and Kozminski University, will be taking part in the International Seminar. And the next ISEM topic has been chosen as well: under the heading of "Managing Crises", participants of the ISEM 2013 will research and discuss the wide scope of challenges involved in preventing, handling, and solving critical situations. Whether on the micro-level of businesses or on the macro-level of their political, economic, or natural environments – dealing with crises requires preparation and skills, deliberate strategizing and effective solutions.

**We explicitly welcome suggestions for research questions, case studies, and/or guest lecturers on the topic of "Managing Crises" from all ISEM partners, sponsors, and Alumni! Please feel invited to contribute to and visit the ISEM 2013. We look forward to hearing from you:**

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#### Participating universities in the International Seminar 2012:

Romanian-German University	Sibiu, Romania	DHBW Mannheim	Mannheim, Germany
T.C. Kültür University	Istanbul, Turkey	Kozminski University	Warsaw, Poland

#### All ISEM partners:



#### Impressum

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