

## Case-Study

### Tackling a Study Visit in Tomorrow Land

#### Facts

1. The Study Visit is planned to take place from the **1<sup>st</sup> of March** till the **6<sup>th</sup> March 2017**.
2. The topic of the Study Visit is **Intellectual Property Law** with a focus on **music & artists**.
3. You will be visiting **Tomorrow Land**. To visit the latter, you need to get a **visa** for all the participants.
4. The Organising Committee (OC) consists of **3 persons**.
5. Your group will be comprised of **15 participants** excluding the Organising Committee.
6. The applicants are chosen as participants based on their CV & Motivational Letter by the OC.
7. The Study Visit is a **unilateral visit**.
8. The agreed academic programme is of **7 hours**.

#### Tasks

1. Prepare a <sup>1</sup>**logistics timeline**.
2. Prepare a **logistics checklist**.
3. Prepare the **roles** in your Organising Committee.
4. Prepare a <sup>2</sup>**draft-programme**.
5. As Head of OC, you will need to guide the rest of team. Therefore, prepare your ideas for a meeting with your Marketeer regarding the **marketing campaign** to promote your Study Visit.

#### Issues

1. You have received 30 applications for the above-mentioned spots. You select the 15 participants and inform the rest that they were not selected. *Taylor Swift*, an applicant that was not accepted sends an **angry email to you stating that the selection was unfair** and that she had an amazing CV and motivational letter and that this is unacceptable. How would you react to this?
2. You are at the airport doing the **check-in** for the whole group. One of the participants *Bob Sinclar (P)* informs you that he cannot do the check in unless he pays extra because his name is not the same as the one on the passport 'Christophe Le Friant'. What would you do?

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<sup>1</sup> This should include all deadlines to prepare and book flights, accommodation, meals etc.

<sup>2</sup> The programme should include information relating to the academic programme, social programme, cultural programme, lunch, dinner & airport transfers as a minimum.

3. You **did not sign a Study-Visit agreement** with ELSA Tomorrow Land. Before the visit, you agreed verbally with *Calvin Harris* <sup>3</sup>(H) that they will take care of the accommodation, food and the hours and content of the academic programme. You arrive there and you are informed by Calvin that they had some issues and the academic programme is only **3 hours** long. How will you tackle this issue?
  4. You are at the airport, however *David Guetta* <sup>4</sup>(P) missed the bus to the airport. You realise that David will most probably **miss his flight**. What will you do?
  5. You are meant to go to a **partner presentation** at the offices of *One Direction Advocates* but you take a bus to their South office. However, the presentation is supposed to take place in the North office. What solution do you see in this situation?
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<sup>3</sup> H = Representative from the hosting country.

<sup>4</sup> P = Participant.