



**BRIEF
MEGA EVENTS
Industrial Engineering University Gathering - Version 24**

Date: Thursday March 21, 2013

Venue: Manuelita

Event Description

Every semester the Industrial Engineering Program at Icesi University offers a set of conferences for students to relate to key issues. These issues are selected according to their impact on the industrial context of the region and the country, commending students presently working on Graduation Project I (Semester 8) the execution of EUDII: Gathering of Industrial Engineers.

EUDII, is an academic event hosted by Icesi University for the entire community. The main objective is to have students become hands-on event organizers while developing teamwork skills, planning and carrying out the development of the project. At the same time, this event provides an update service to Industrial Engineering students and other attendees on the latest topics in the field of Industrial Engineering at no cost.

For this semester's EUDII the theme selected is "mega-events", focusing on the challenges faced in logistics at various stages of the event: Planning, Implementation and Post-event. Given the fact that mega-events have large proportions, disrupt the everyday order, summon multitudes that interact in different ways and means, and involve significant economical circumstances, they entail highly complex logistical requirements. For this reason this gathering will become an opportunity for undergraduate and graduate students, entrepreneurs and teachers to become acquainted with the several challenges present in the organization and execution of mega-events along with the best possible ways to face them. The logistical challenges to be discussed include:

1. Planning

1.1 Transport (airports and urban mobility)

1.2 Construction (assembly and equipment)

1.3 Contracts

2. Event Execution

2.1 Media

2.2 Safety and Risk

3. Post-Event

3.1 Sustainability

Target Audience

This time the event will not only seek the participation of all the university students community in the department of Valle del Cauca, Colombia but all who belonging to Industrial Engineering Programs, related careers, entrepreneurs, government institutions or the general public are interested in the topics presented.

During EUDII it is expected that the academic community and entrepreneurs across the country are reached with both event and sponsoring companies' information. Seven hundred people are expected to take part during this event.

Expectations of Attendees

Event attendees will fulfill their expectations of finding spaces where they can be exposed to the logistical challenges faced in different mega-events, which vary depending on their nature. Also, the attendees will be able to develop a more accurate perspective of the complexity of mega-events and the way they are currently addressed.

Final Objective:

A space where important discussions take place will be created, continually promoting the generation of knowledge within a prestigious institution like Icesi University, which along

the Industrial Engineering Program, are committed to the integral development of present and future professionals.

Differentiation

EUDII in its twenty fourth version, is an event carried out by the members of the organizing committee at Icesi University. The everlasting efforts of students seek to achieve excellent results through teamwork, planning and dedication to a collective event, which transcend a purely academic endeavor. EUDII is a challenging engagement where all students involved in the course Graduation Project I are committed to the academic community and its growth, enabling the entire audience to learn about issues concerning industrial engineering with no cost what so ever.

Addition of Value

This activity allows the participation of the business community, teachers and undergraduate and graduate students of universities in Colombia, permitting attendees to benefit from the knowledge and experience of experts in the specified fields. Our speakers are portrayed as symbols of engineering and development from our country or foreign countries as well as learning examples.