

The presentation on the topic “teambuilding and change of attitude”, starts with a brief overview of the application of outdoor and adventure activities for recreation, training and development.

Today, an event aiming on these goals, needs complete project management, which includes three stages: a) (product/service) designing and sales, b) execution and c) evaluation.

Designing and sales is by far the most demanding stage, where the -individual or corporate- customer by himself or with the supplier’s support is trying to clear his goals. These goals range from simple recreation to demanding corporate training (teambuilding and leadership) and personal development programs (emotional intelligence).

The process of goal definition is essential for both the customer, and the supplier. The customer can use his time and budget effectively and efficiently, and make best use of supplier services. The supplier can design value for money services and offer activities that meet customer needs.

Execution stage involves the delivery of an achievable and realistic program that generates satisfaction for participants and profit for suppliers and subcontractors.

Evaluation is the most disregarded stage in event management, although it contributes in creating satisfied and -most important- loyal customers.

Finally a list of “do and do not” issues, as well as tips for managing the unexpected, will assist customers and suppliers in making their cooperation effective and satisfactory.