

# Intercultural Eventmanagement and Training



## Participating Organizations



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### RESEARCH - comprehensive research in the field of intercultural event management and event management training

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Enhanced with the information shared between participants, on the status quo in their respective countries partners found that:

- there is a lack of specific experimental active learning programs in the field;
- there is a lack of specific knowledge in the cultural behavior of the hosts and of the guests both on the theoretical and practical VET activities in the field, thus it is necessary to provide a strong awareness on the national cultural specifics of each participating country;

- there is a lack of third language skills (besides the mother tongue and English) among the project's target group: staff, trainers and trainees;
- there is a lack of communication and cooperation between the VET institutions, SMEs and public bodies working in the field;
- there is a low rate of mobility of experts and trainees working in the field in partners' countries involved.

### Event in Germany - Old Hag's Day

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The GFWH GmbH organizes annually common carnival events of various crafts and skilled trades organizations on the occasion of the beginning of each years' carnival highlights, the so called "Altweiber" (Old Hag's Day). This festivity usually ends up in an event at the Chamber of

Crafts and Skilled Trades in Dusseldorf and in Dusseldorf's historic center.

Carnival covers a period of three months. That's why it is called the "fifth season" in Germany. Traditionally it starts at the St. Martin's Day, the 11th November at

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11.11 o'clock. Highlight of the celebrations are the days before the Christian Lenten season, beginning with "Women's Shrovetide" and ending six days later on Ash Wednesday. Respecting the migration background of the involved organization's employees it is essential to consider intercultural aspects organizing this event. Furthermore Altweiber with its diverging regional characteristics is a perfect opportunity to study German language's history.

### Recipes from Germany - Pea soup

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Ingredients:

- 150 grams of dry peas
- 1/2 liter of water
- 150 grams of bacon
- 100 grams of leek, cut in thin rings
- 100 grams of carrots, cut in small cubes
- 50 grams of peeled celery
- 150 grams of potatoes, cut in small cubes
- 1 bay leaf
- 1 onion, cut in small pieces
- 1 soup spoon oil
- 250 millilitres of bouillon
- 150 grams of bockwurst
- pepper

Cooking instructions:

Soak the peas overnight in 1/2 liter of water.

The Women's Shrovetide, called "Altweibertag" or "Weiberfastnacht", heralds the street carnival. On this day, many shops are closed in most Carnival strongholds of the Rhineland like Cologne and Dusseldorf, and the inner cities are filled with partying people all day. The women overtake the symbolic sovereignty and conquer the City Hall in some cities. Tie straps as symbols of male authority are being cut with scissors, consolation is most a "Bützje", a kiss on the mouth with pursed lips.

Cook the peas the next day in this water. Add bacon after 30 minutes and cook for another 30 minutes. Add leek-, carrot- and potato-pieces as well as the bay leaf.

Take a small pan and roast the pieces of onions gently in hot oil, afterwards add them to the soup. Add the peeled celery. Now add the bouillon and cook for another 30 minutes.

Afterwards take away the peeled celery, the bay leaf and the bacon. Now purée the soup with a pounder slightly. Now cut the bacon into small pieces and give it together with pieces of bockwurst into the soup. Add pepper to taste. Salt is not necessary due to bacon and bockwurst. Finally steep the soup for another 30 minutes on low heat. Stir once in a while. Serve hot.

Bon appetit!



## Recipes from Germany – Campari Tocco Rosso

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### Ingredients:

- 1 part Campari
- 1 part elderflower-syrup
- 3 parts Prosecco
- Fresh mint-leaves
- Ice cubes

### Cooking instructions:

Put the ice cubes into a wine glass and fill it with Prosecco. Add the Campari, elderflower-syrup and mint-leaves and stir carefully



## Event in Spain - Feria and traditions

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The Andalusian feria is celebrated in the majority of towns and even villages at some time between Spring and Autumn and for the locals means far more than a holiday from work. They are the very reason and justification for the year, occasions to be immersed in with passion and commitment.

Some, like Málaga, Cordoba and, particularly Seville are rich and glittering affairs attracting millions of visitors while others, such as the feria of Vélez-Málaga or Torremolinos, are a far smaller version; an exuberant street party where everyone knows everyone and relatives who have moved away return to join their families in the all familiar annual celebration. There is patent rivalry between the two main Andalusian cities, Seville and Malaga – especially when it comes to festivities.

In April, Seville boasts the illumination of something like 500,000 lights for the inauguration of the town's massive

annual fair. In true competitive spirit, Malaga strives to go one better and in 2004 it was reported that they nearly hit the half million mark – and so the one-upmanship goes on.

This Festival of light by night is just one aspect of the 'Feria de Málaga'. The inaugural night of the Fair is launched with the traditional 'Pregón de la Feria' (opening speech) read out from the Town Hall balcony, followed, on the stroke of midnight, by an awe-inspiring fireworks display. This 'Big Bang' is a magnificent show of Malaga's muscle in the party prowess department and is best appreciated from Malaga Port, where thousands gather vying for a privileged view of this magical scene.



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## Recipes from Spain - Paella

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### Ingredients:

- 2 cloves garlic finely chopped
- 1 large Spanish onion, finely diced
- 1 red pepper, diced
- 570ml/1pint (Spanish short-grain) rice
- 1 tsp paprika
- 125ml/4fl oz dry white wine
- 1.2 litres/2 pints chicken stock, heated with ¼ tsp saffron strands
- 8 chicken thighs, each chopped in half and browned
- 18 small clams and 18 mussels cleaned
- 110g/4oz fresh or frozen peas
- 4 large tomatoes, de-seeded and diced
- 125ml/4fl oz good olive oil
- 1 head garlic, cloves separated and peeled
- 12 jumbo raw prawns, in shells
- 450g/1lb squid, cleaned and chopped into bite-sized pieces
- 5 tbsp chopped flatleaf parsley and lemon
- Salt and freshly ground black pepper

### Cooking instructions:

- Heat half the olive oil in a paella dish or heavy-based saucepan. Add the garlic, onion and pepper and heat until softened. Add the rice, and stir until all the grains of rice are nicely coated and glossy. Now add the paprika and dry white wine and when it is bubbling, pour in the hot chicken stock, add the chicken thighs and cook for 5-10 minutes.
- Now place the clams and the mussels into the dish with the join facing down so that the edges open outwards. Sprinkle in the peas and chopped tomatoes and continue to cook gently for another 10 minutes.
- Meanwhile, heat the remaining oil with the garlic cloves in a separate pan and add the prawns. Fry quickly for a minute or two then add them to the paella. Now do the same with the squid and add them to the paella too.
- Scatter the chopped parsley and the lemon over the paella and serve immediately.



## Recipes from Spain - Gazpacho

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### Ingredients:

- 100g slightly stale crusty white bread, soaked in cold water for 20 minutes
- 1kg very ripe tomatoes, diced
- 1 ripe red pepper and 1 green pepper, deseeded and

diced

- 1 medium cucumber, peeled and diced
- 2 cloves of garlic, peeled and crushed
- 150ml extra virgin olive oil



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- 2tbsp sherry vinegar
- Salt, to taste

Cooking instructions:

- Mix the diced tomatoes, peppers and cucumber with the crushed garlic and olive oil in the bowl of a food processor or blender.

Squeeze out the bread, tear it roughly into chunks, and add to the mixture.

- Blend until smooth, then add the salt and vinegar to taste and stir well.
- Pass the mixture through a fine sieve, then cover and refrigerate until well chilled.

## Event in France – Jazz Festival

In 2004, the idea of a musical Festival Flea wanted to renovate this tradition which animated bars and flea markets for nearly a century. At that time, gypsies, accordionists and singers held the pavement of the old Montmartre "fortifications". Around the Trade, China and shall delete, bars and markets rustled music.

The war and urbanization will eventually push still too far "travelers". In the 70s, Didier Lockwood and Malik played for the strikers of Chaix factory in the heart of the social and cultural identity strong and accomplice. "Legendary bars: Louissette, Picolo, the Mug ... beautifully

weathered and maintained this diversity. But he had to rekindle the flame from outside, with the powerful and unifying support Didier "recalls Malik.

From there was born the idea of a festival involving Cap St-Ouen (the former factory Chaix!), Bars and markets, the big names in gypsy jazz, swing musette, French songs and ... banter with obvious success.

## Recipes from France - Beef Bourguignon

Ingredients:

- 600 to 800 g of molten piece for bourguignon
- 4 or 5 onions
- 4 or 5 carrots
- 1 bouquet garni
- 1 bottle of very good red wine
- 100 g of butter

- Salt
- Pepper

Cooking instructions

- Cut the meat into cubes of 3 cm square, remove large pieces of fat.
- Cut the onion into pieces. Sauté in a pan with butter.

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Once transparent, pour in a cast iron casserole preference.

- Do the same with the meat but several times until all the pieces are cooked. Then add as in the casserole. Do not be afraid to add butter between each batch. When all the meat in the pan, deglaze the pan with water or wine and boil, scraping to get the juice. Season with salt and

pepper, add the rest.

- Cover with some of the wine and simmer for a few hours with the bouquet garni and sliced carrots.
- The next day, simmer at least 2 hours in batches, add wine or water if necessary.

Enjoy!

## Recipes from France - Orangeade au Cointreau

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Ingredients (for one person):

- 3 cl Cointreau
- 1 tbsp orange juice
- 1 tbsp lemon soup
- 1 lemon (1/2 washer)
- 25 cl sparkling water

Cooking instructions

- Fill a large ice cube cocktail glass
- Pour Cointreau, lemon and orange
- Finish filling with Perrier
- Decorate the glass with half a slice of lemon

Enjoy!



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