

# Intercultural Eventmanagement and Training



## Participating Organizations

**European Bridges Association**  
[www.european-bridges.com](http://www.european-bridges.com)  
[office@european-bridges.com](mailto:office@european-bridges.com)

**Gesellschaft zur Förderung der  
Weiterbildung im Handwerk mbH**  
[www.handwerk-nrw.de](http://www.handwerk-nrw.de)  
[office@handwerk-nrw.de](mailto:office@handwerk-nrw.de)

**ELEPHANT MUSIK Association**  
[www.elephantmusik.fr](http://www.elephantmusik.fr)  
[office@elephantmusik.fr](mailto:office@elephantmusik.fr)

**Vondi Consulting**  
[www.vondi.eu](http://www.vondi.eu)  
[office@vondi.eu](mailto:office@vondi.eu)

**I.E.S. Reyes Catolicos**  
web: [www.iesreyescatolicos.es](http://www.iesreyescatolicos.es)  
[office@iesreyescatolicos.es](mailto:office@iesreyescatolicos.es)

**Kultur Sanat Eğitim Akademisi  
Derneği**  
[www.ksead.org](http://www.ksead.org)  
[office@ksead.org](mailto:office@ksead.org)

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

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;

### Event in Austria - Krampus Day (5<sup>th</sup> of December)

The Krampus is a scary figure in the company of Saint Nicholas of advent traditions in Bavaria, Austria and Hungary.

Krampusstag is the 5th December, while the feast of Saint Nicholas falls on December 6 (Nikolotag); usually

■ 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.

but both figures appear together on the evening of 5 December, but partly also on 6 December.

During Nicholas bestowed the good children, the naughty be punished by Krampus. Normally, the figure of the Krampus is vested with the following utensils:

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- Jacket and pant suit from sheep or goatskin bottles
- Wooden mask from pine or linden wood carved, with goat, Capricorn or Aries horns

- Cowbells: Attached to a belt at the back. Sometimes, regionally there is a chain to rattle.
- A horse tail or shelving

## Recipes from Austria – Viennese schnitzel

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Ingredients:

- 4 escallops of around 120 grams each

To apply the Breadcrumbs:

- Flour
- 2 eggs
- Breadcrumbs
- Salt & pepper
- Oil or lard for frying

Cooking instructions:

The escallops will need to be pounded until the meat is around a 1/4 of an inch thick. Make sure to trim the edges of the meat carefully.

Lightly season the escallops with salt and pepper.

You will need three shallow bowls - 1 for the eggs, 1 for flour and 1 for breadcrumbs. Dip the escallops in the flour first, then in the whisked egg and then in the breadcrumbs. Be careful to ensure that the entire escalope is completely covered with the breadcrumbs. Place the escallops in a hot frying pan, the oil in the pan should be deep enough that the schnitzel's float whilst cooking. Cooking time should not be more than 4 minutes for each side.

Remember to serve hot with fresh lemon and potato salad Viennese style.

## Recipes from Austria – Hot wine

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Ingredients:

- 6 pieces cloves
- 4 tablespoons granulated sugar
- 1 piece of orange
- 1 liter of red wine
- 3 pieces of cinnamon sticks
- 1 piece of lemon

Cooking instructions:

Heat first red wine with spices and citrus zest of the orange and a lemon 1 hour, but do not boil.

After that let stand for at least half an hour the mulled wine. Then pour through a sieve, and possibly before drinking warm again.



## Event in Bulgaria - Surva Festival of Masquerade Games

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Masquerade rituals come from old pagan times and are still alive in the Bulgarian folklore tradition. Bulgarian masquerade games are mainly interwoven in the contexts of the holidays between Christmas and Easter. In different regions of Bulgaria men put on masks around New Year, during the twelve days of Christmas (Christmas till Epiphany), on Sirni Zagovezni (the Sunday before Lent), and on Todorova Nedelia (the Sunday before the start of the Easter Fast).

The dance of the masked men is a mystic unity of rhythm, sound, and color. They move in a special step. Wearing impressive masks and unique costumes they fill the air of the villages with the sounds of hundreds of bells and whispered blessings wishes for prosperity.

## Recipes from Bulgaria - Musaka

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Ingredients:

- 400 g minced meat - mixed (beef 40% and pork/lam 60%)
- 700 g potatoes, diced
- 1 carrot, grated
- 250 g tomato paste/ canned tomatoes
- 1 large onion, cut into small cubes
- 4 cloves of garlic, sliced
- 2 tbsp oil
- savory, basil, salt, pepper, paprika, parsley

For the topping:

- 1 bucket of yogurt – 400 g
- 2 eggs

The mask, according to folklore beliefs, protects from the harmful influence of impure powers. Bulgarian ritual masks are a rich source of information on the country's various ethnographic regions. The sounds of the bells hanging from the belts of the dancers are said to reinforce the protective properties of the masks.

Surva, the International Festival of the Masquerade Games held in the town of Pernik is the biggest event of this type not only in Bulgaria but on the Balkan Peninsula as well. The International festival takes place in the last weekend of January.

Its most attractive feature is its two-day parade for masquerade companies from Bulgaria and abroad. It promotes variations of ancient Bulgarian customs that are still alive today.

- pinch of salt
- pinch of baking soda

Cooking instructions:

- Fry in oil the onion, minced meat, garlic and grated carrot.
- Add tomatoes and season to taste with savory, basil, salt, pepper, paprika and parsley
- Put the diced potatoes to boil in the same pot, and fill with enough water to be covered
- When they are almost ready cooked, put the mixture into a deep pan and bake until ready (about 30 minutes) in a moderate oven (by 180-200 degrees)
- Removing the pan from the oven and put the topping



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- Prepare the topping by mixing the products for the topping until you get a homogeneous mixture

- Bake for a another few minutes (about 10 -15) until the topping gets in gold-brown color.

## Recipes from Bulgaria - Limonada

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Ingredients:

- 10 lemons
- Water, from half a liter to two. You may use soda water
- Sweetener- about 300 g of sugar or 200 ml sugar or maple syrup.
- 1 stick cinnamon
- For the improvement of the taste you may add some mint leaves

Cooking instructions:

- Lemons are peeled, cut in two and drained of their juice

- Water is poured into a pot and then boiled. Add the lemon zest, cinnamon and sweetener.
- Everything boils for ten minutes and then the pot is removed from the heat.
- Cool off the mixture and then filter.
- Add the lemon juice and place the lemonade in the refrigerator to completely cool off.
- The amount of lemon juice and sweetener used depends on personal preferences and tastes
- You can keep the lemonade in the refrigerator, but it is not desirable to stay for long because it will lose its scent and taste qualities.

## Event in Turkey - Orange Blossom Festival

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The orange flower festival was planned first in 2013 in the second weekend of April when all the orange trees blossom. This was the Turkey`s first street festival. The carnival was organized to initiate a cultural and tourism movement in Adana in order to “create a brand city” by combining the strength of civil initiatives and local governments and create public awareness about the event`s contribution to the economy thanks to the boom in the city`s culture and tourism.

Around 15 thousand people were participating in the first year of the carnival dressed up in special costumes and make up. Throughout the carnival 39 activities were organized across different parts of the city.

People felt as if they were in another country. People were saluting with tears of joy and happiness from sidewalks, their balconies and offices. Thousands of people came to Adana for the festival from all over the country and abroad. The main streets of the city were adorned with special decorations and lighting.

Throughout the carnival people watched 39 events and performances all of which were organized by the public amateurishly and without any budget. As part of the carnival events an NGO made a Guinness World Record attempt on second day and broke the record.



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A total of 24 thousand drawings about peace made by more than 10 thousand children were joined to create

the world largest drawing mosaic- Adana has made it into the Guinness Book of the World Records.

## Recipes from Turkey - Sarma (stuffed grape leaves)

Ingredients:

- 50-60 fresh or preserved grape leaves (+ a few extra to cover the bottom of the pan)
- 1 of cup rice
- 2 small tomatoes
- 1 medium onion
- 2 cloves of garlic
- Handful of parsley
- 3/4 cup of water
- 1/2 tbsp of dried mint or a few fresh mint leaves
- 1/4 cup of olive oil
- Lemon juice of 1/2 lemon or a few slices lemon to put on top while cooking
- 1 tbsp of salca (Turkish mixed paprika/tomato or pure tomato paste, sundried)
- 1 tsp of ground cumin
- 1 tsp of ground pepper
- 1 tsp salt - if you are using salty preserved grape leaves, then skip adding extra salt as the salca is already salty enough.

Cooking instructions

- Chop the onion, tomatoes, parsley and garlic finely
- Combine them with the rice and salsa.
- Add the lemon juice, olive oil, parsley, dried or fresh

mint and the spices.

- Mix all of them finely.
- Set your rice mixture aside before you go on with rolling/stuffing your sarma. Meanwhile start rinsing your grape leaves.
- Put about two teaspoons of the rice mixture on the inside of a leaf, spread out evenly, roll little bit, fold the edges and roll them up again.
- First make sure to cover the bottom of the pan with the few extra grape leaves. This is to prevent the sarmas from sticking to the bottom of the pan. Then you can start arranging them. It's important that you make sure that there isn't too much space left between the sarmas. Take a special sarma disk or a porcelain plate and put it upside down on top of the sarmas.
- Add water to the cooking pan (if you are using a plate, do this before you add the water), the water should cover the sarmas, but not or barely touch the sides of your disk or your plate.
- Put the cooking pan on medium-high heat until the water starts cooking then turn your heat to low and let it simmer for about 30-40 minutes
- Serve your sarma with Turkish yoghurt and/or some paprika powder sprinkled on top of it!

Enjoy!



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## Recipes from Turkey - Ayran

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### Ingredients:

- 3 cup plain yogurt
- ½ cup water
- 1 tsp salt

### Cooking instructions

- Put all the ingredients in a blender

- Mix for about 35 - 40 seconds
- Pour into glasses. After blending you will see bubbles and that is the best part
- It makes four portions

Enjoy!

