



**Apply NOW!**  
**NEWELRA Intensive Course**

**Intensive Programme: Event  
tourism as a tool for developing  
local communities**  
**21.-25.9.2026**

Lappeenranta, Finland

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LAB UAS: Ann-Mari Karvinen, Marja Jordberg-  
Gilabert



# Outcomes from Intensive Program (IP)

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Key outcomes of the intensive programme includes:

- Increased knowledge of the role of event tourism in local community development
- Time together with international students – international networks
- Learning through practical case studies and business connected challenges
- Receiving 3 ECTS efficiently and smoothly



# Credits and studies

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- Intensive programme (IP) gives students 3 ECTs to either student's compulsory or elective studies, depending on the participating institution.
- IP includes:
  - a pre-assignment to be completed in a national teams and
  - case study work in internal teams and
  - free-time program in the location of the IP.
- The project language is English

# How do apply/confirm participation

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- Send you motivation letter, why would you like to join this course/what expectations do you have/what would you like to learn during this course/how this course could benefit you on your career planning ?
- Lappeenranta, Finland 21.-25.9.2026 – Theme: “Event tourism as a tool for developing local communities ” 3 ECTS
- Send your motivation letter to [marja.jordberg-gilabert@lab.fi](mailto:marja.jordberg-gilabert@lab.fi) -> not later than Sunday 24.5.2026
- Students will get respond from their approval 29.5.2026
- If you have been approved for IP - you must confirm your participation latest 4.6.2026
- IP kick-off at LAB Campus Lappeenranta will be in August, date and time informed later
- More information: [marja.jordberg-gilabert@lab.fi](mailto:marja.jordberg-gilabert@lab.fi) , [ann-mari.karvinen@lab.fi](mailto:ann-mari.karvinen@lab.fi)