Master of Science

Event Management
International Module
“Keyplayer in Eventorganizations”

Dear students,

the international module, “keyplayer in eventorganizations” was intentionally designed to give you a practical understanding of the event business and provide opportunities and contacts for potential jobs. During our class, we will experience a really exciting, challenging and tight program over eight days. You will experience a mix of lectures from academics as well as practitioners. The student mini orals will enable us to add theoretical thoughts and literature based knowledge but most importantly, it will give us the chance to discuss current issues in the area of event management.

Our field trips will not be limited to Mainz only. We will visit various places in Frankfurt, Leipzig, Berlin and Oberhof where we will meet representatives of different organizations and companies. For the latter, I would like to point out the University of Applied Management (HAM) which will host us at their Berlin campus. There, we will engage with its sport management students and jointly visit different sport entities in our capital city. In general, there will always be enough free time to experience the places by yourself and to become acquainted with German culture. Some nice side events are also scheduled.

Event management is a very complex and challenging field and provides many potential jobs. Therefore, this class was designed to give you some hands-on insights in managing events from the various stakeholders’ perspectives. All the lectures of practitioners were chosen under the premises to learn from the experts who are doing event management as their day-to-day business.

In the end your personal benefit will be based on active discussions and interactions with our experts and the exchange with our students from Mainz and vice versa. If you are really interested in a topic, do not hesitate to get the contact details from a speaker. This might be the first step to start an internship or to apply for a job after you have finished your master program in Molde/Mainz.

We wish you an exciting and unforgettable time which brings you closer to your future goal – to become a successful event or sport manager in the field.

Kind regards,

Prof. Dr. Holger Preuß
AIMS AND OBJECTIVES

The aims of Mini Orals are:

- to provide an introduction to key terms within the event management framework
- to create a written glossary including about 25 of the most important terms within event management debate

LEARNING OUTCOMES

By the end of the field trip, students should be able to:

- understand the different facets of event management and how they relate to each other,
- break down and concisely explain the different elements of event management in a limited time, and
- take an active part in debates on event management.

PROCEDURE

Check the schedule to see your assigned term and presentation date. Mini Orals take place on five days each time in a one hour session (see programme timetable). During each of the five sessions, between three and six Mini Orals are delivered. Each student is assigned to 1 term for which (s)he has to prepare:

1. A concise summary of the term and its use and meaning in the event management context (200-250 words); to be send to wagnerfa@uni-mainz.de not later than MARCH 13th, 12PM (noon) 2018, indicating your name and topic!
2. A short presentation – oral only (no PPT), notecards allowed – of exactly six minutes to be delivered in front of the whole seminar group.

GUIDELINES

Make your research! Definitions shall not just be copied from one source only but the result drawn from reflecting several sources (e.g. literature, websites).

Use examples! Try to illustrate the meaning of the term by using examples from the sporting context.

EXAMPLE FOR GLOSSARY TERM

(Good) Governance

There is no universally agreed definition of the term “governance”. In general, it refers to the process of decision-making and the process by which decisions are implemented. The term is broader than “government” by embracing also actions by actors or organizations beyond the legitimised apparatus of state. Governance is not about making “correct” decisions (WHAT?), but about the best possible structure and process (HOW?) for making those. While the term “management” refers to day-to-day operations, governance rather deals with issues of directing, steering and coordinating for the enhancement of organizational performance. The notion of “Good” Governance applies to governance as a normative concept, according to which managerial behaviour should involve a set of ethically-informed standards. Among these are integrity, transparency, accountability, participation, equity or efficiency. As high profile cases of corruption, doping or match fixing indicate, international sports organizations are perhaps best known for their failure to reflect such standards. This is particularly problematic, as sport is based on ethics and fair play and therefore supposed to fulfil very high standards in terms of Good Governance.
### 1 Security and Venues (15.3.)

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<th>Topic</th>
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<td>Accreditation</td>
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<td>Risk management</td>
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<td>Crowd control; crowd management</td>
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<td>Fleet control</td>
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<td>Spectator service</td>
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<td>Venue management</td>
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<td>Host city contract</td>
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<td>Event co-hosting</td>
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<td>Bidding</td>
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<td>Feasibility study</td>
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<td>Value co-creation</td>
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<td>Winner’s curse</td>
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<td>Legacy</td>
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<td>Sustainability</td>
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<td>White elephant</td>
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<td>Temporary event venues</td>
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<td>Overlay structure</td>
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<td>Event caused externalities</td>
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<td>Awarding ceremony</td>
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<td>Nation building</td>
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<td>Hallmark event</td>
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<td>Mega sport event</td>
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<td>Host city dressing / Look and feel</td>
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<td>Volunteers</td>
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<td>Ambush marketing</td>
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<td>Event ticketing</td>
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<td>Event licensing and merchandising</td>
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<td>Media rights holders</td>
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<td>social media and streaming</td>
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<td>torch, caldron, relay</td>
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<td>Event footage</td>
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<td>Host broadcaster</td>
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The workshop is to stimulate deeper thinking. Each group must reflect on the future of sport events related to a scenario. The suggested scope is: Major international “single events” (Olympic Games, World Championships, etc.)

Suggested focus: What will be the landscape of international events in the future (what events, organized by whom, where)? What will be the major evolutions in the way these events will be organized (due to the influence of the political, economical, social, technological, environmental and legal context)?

Each group will have to present (5 min) and we will discuss 5 min based on the following format:

- one slide introducing the topic;
- one slide presenting three possible trends for this domain in the next ten years or so, based on the given scenario;
- one slide presenting three possible trends for this domain in the next 25 years or so, based on the given scenario.

<table>
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<th>Group 1</th>
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<td><strong>Linear scenario (growths)</strong></td>
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<td><strong>Collapse Scenario</strong></td>
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<td><strong>Transformation</strong></td>
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<td><strong>Transformation</strong></td>
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Each group will be assessed on the basis of the following criteria:

1. the clarity of the presentation and the respect of the timing (5 min)
2. the ability of the group to explain the current situation in the relevant domain and its likely evolution in the coming years;
3. the ability of the group to set out a credible and well-argued vision of the next 25 years on the basis of a linear scenario;
PROGRAMME

Wednesday, 14 March | Mainz

until 14:30  Arrival & Quick Check-In B&B Hotel Mainz-Mainz Station
Location: Meeting in front of Hotel at 14:00 in time – a guide will bring you to University. You can use your ticket from Airport if you did not have a long break at hotel (just drop off).

15:00-15:15  Group Briefing & Opening Lecture “Organization of module, duties, introduction”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz (1st floor)
Address: Johannes Gutenberg University Mainz, Institute of Sport Science, Department Sport Economics, Sport Sociology and Sport History, Johann-Joachim-Becher-Weg 31 (Building Q) / 55099 Mainz / Germany

15:15-15:45  Lecture “Events & Value Co-Creation”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

16:15-17:00  Opel Arena Tour
Stefan Bandholz | Stadiummanager 1. FSV Mainz 05
Location: Opel Arena Mainz

17:00-18:15  Presentation “Football and security in stadium management”
Dominique Groß | Head of Security 1. FSV Mainz 05
Location: Opel Arena Mainz

from 19:00  Dinner at Eisgrub Bräu in Mainz – Micro Brewery
Location: Weiβliliengasse 1A, Mainz

Thursday, 15 March | Mainz

09:00-09:05  Wrap Up and Warm Up
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

09:05-10:00  Lecture “Economic impact measurement of events”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

10:15-11:00  Mini Orals “1 – Security and Venues & 2 – Bidding”
Location: Großer Seminarraum“ Bau Q, at Johannes Gutenberg-Universität Mainz

11:15-12:15  Presentation “Kids Sport Festival in Mainz and impact measurement”
D. Sonnag & Dr. N. Schütte | State Youth Sport Association Rheinland-Pfalz / Senior Lecturer of Sport Economics & Sport Sociology Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

12:15-13:30  Lunch in the city center of Mainz

13:30-14:15  Tour Carnival Museum
Location: Proviant-Magazin Mainz; Schillerstr. 11, Mainz
14:45-15:30 Lecture “Legacy of Mega Sport Events – the new IOC framework”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

15:30-16:15 Workshop “Creating a legacy concept for potential host cities”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

16:30-17:30 Mini Orals “2 – Bidding & 3 – Legacy”
Location: Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

17:30-18:00 Presentation “Canyon Bicycles – organizing sales events”
Marius Hentz | Canyon, global event manager
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

18:15-19:00 Presentation “Event journalism and investigative journalism”
Holger Kühner | Head of Sport, Südwestrundfunk SWR, expert international sport politics
Location: “Großer Seminarraum” Bau Q, at Johannes Gutenberg-Universität Mainz

from 19:00 Free evening in Mainz

Friday, 16 March | Mainz/ Frankfurt

09:03 Transfer from Mainz Main Train Station to Frankfurt
Location: Mainz Main Train Station, platform Sa

10:00-10:05 Wrap Up and Warm Up
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

10:05-10:45 Lecture “The future of sport”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

10:45-11:30 Workshop Part I “The future of Sport Events” with coffee break
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

11:30-12:00 Presentation “Organization of the Olympic Youth Camp Poengchang 2018”
Isabel Flory | German Olympic Academy (DOA)
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

12:00-13:00 Presentation and Discussion “Bidding for Olympic Games Hamburg 2024”
Dr. Christian Alfs | Project Manager PROPROJEKT Frankfurt
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

13:00-13:45 Lunch at DOSB Canteen
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

13:45-14:15 Mini Orals “4 – Image”
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

14:30-15:30 Workshop Part II “The future of Sport Events – Student Presentations”
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main

15:45-16:45 Presentation “Marketing of Sport driven by Olympic Games”
Florian Frank | Head of Marketing at German Sport Marketing (DSM)
Location: DOSB Frankfurt, Otto-Fleck-Schneise 12, 60528 Frankfurt am Main
17:00-18:00  Stadium Tour Commerzbank Arena “Venues utilization for non-sport events”
Frederik Gehrke | Stadium Manager Commerzbank Arena
Location: Commerzbank Arena, Frankfurt

from 18:15  Free evening in Frankfurt

Saturday, 17 March | Leipzig/Berlin

from 08:00  Bus leaves at B&B Hotel Mainz (HBF)

13:00-13:30  Lunch at Löwen Center Leipzig
Location: Miltitzer Str. 13, 04178 Leipzig

13:45-13:50  Wrap Up and Warm Up
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz
Location: University of Leipzig SR 14, Jahnallee 59, 04109 Leipzig

13:50-14:50  Mini Orals “5 – Marketing & 6 – Media”
Location: University of Leipzig SR 14, Jahnallee 59, 04109 Leipzig

15:00-16:00  Presentation “Event games of the basketball first division club MBC in Leipzig Arena”
Stefan Schedler | General Manager Mitteldeutscher Basketball Club (MBC)
Location: University of Leipzig SR 14, Jahnallee 59, 04109 Leipzig

16:00-17:00  Presentation “A true global table tennis event”
Leandro Olvech | Deputy Executive Director Development International Table Tennis Federation
Location: University of Leipzig SR 14, Jahnallee 59, 04109 Leipzig

17:15-19:30  Bus trip to Berlin, check-in at TRYP Hotel Berlin City East

from 19:30  Free evening in Berlin

Sunday, 18 March | Berlin

14:00-16:30  Tour “Historic Berlin Wall walking tour”
Meeting point: Historical Traffic Lights Tower, Potsdamer Platz, Berlin

17:30-20:00  Tour “The Arabic Cultural House – The Diwan”
Location: The Arabic Cultural House – The Diwan, Schützallee 27-29, 14169 Berlin

17:30-17:45  Welcome & registration

17:50-17:55  Group picture (garden terrace)

17:50-18:05  Welcome speech from The Diwan
H.E. Sheikh Saoud Bin Abdulrahman Al Thani | Ambassador of Qatar

18:05-18:10  Introduction video about the “Road to 2022” of the SCDL

18:10-18:50  Lecture “A new sport hub for mega sport events – Qatar and its system”
Prof. Gerald Fritz | Prof. Sport Management HAM Berlin & Former Manager Qatar Stars League Doha, Football

18:50-19:00  Question & Answer
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<th>Time</th>
<th>Event</th>
<th>Speakers/Participants</th>
<th>Location/Details</th>
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<tbody>
<tr>
<td>19:00-19:30</td>
<td>Podium discussion “Qatar’s sports system &amp; personal experiences”</td>
<td>Prof. Gerald Fritz, Former Manager Qatar Stars League Doha, Football, Doha&lt;br&gt;Prof. Dr. Holger Preuß, Lecturer Qatar Olympic Academy, Former Member of Bidding Team Qatar 2022&lt;br&gt;Ralf Iwan, Former Manager and Coach Aspire Academy Doha, Athletics&lt;br&gt;Zakaria Gaga, Representative of Embassy of Qatar</td>
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<td>19:30-20:00</td>
<td>Get together with light reception</td>
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<tr>
<td>from 20:15</td>
<td>Free evening in Berlin</td>
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**Monday, 19 March | Berlin**

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<th>Time</th>
<th>Event</th>
<th>Speakers/Participants</th>
<th>Location/Details</th>
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<tr>
<td>08:45-08:50</td>
<td>Walk from Tryp Hotel Berlin City East to HAM Berlin</td>
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<td>08:55-09:00</td>
<td>Wrap Up and Warm Up</td>
<td>Prof. Dr. Holger Preuß, Professor of Sport Economics &amp; Sport Sociology, Johannes Gutenberg University Mainz</td>
<td>HAM Berlin, Vulkanstr. 1, 10367 Berlin</td>
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<tr>
<td>09:00-09:45</td>
<td>Presentation “New events and their challenges”</td>
<td>Ralf Iwan, Former Director of DVV (German Volleyball Federation)</td>
<td>HAM Berlin, Vulkanstr. 1, 10367 Berlin</td>
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<tr>
<td>09:45-11:15</td>
<td>Open Debate and Discussion “Qatari’s sport strategy – good or bad?”</td>
<td>Ralf Iwan, Former Manager and Coach Aspire Academy Doha, Athletics&lt;br&gt;Prof. Gerald Fritz, Former Manager Qatar Stars League Doha, Football&lt;br&gt;Prof. Dr. Holger Preuß, Lecturer Qatar Olympic Academy, Former Member of Bidding Team Qatar 2022</td>
<td>HAM Berlin, Vulkanstr. 1, 10367 Berlin</td>
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<td>11:30-13:30</td>
<td>Transfer with Lunch</td>
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**Students from JGU/HAM:**

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<th>Speakers/Participants</th>
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<tr>
<td>13:30-14:15</td>
<td>Lecture and group work “Generic marketing and protection of the interest of sponsoring rights’ holders in sports in Germany”</td>
<td>Inka Müller-Schmäh, Director of VSA (Association for Providers of Sport Sponsoring)</td>
<td>VSA, Behrenstraße 24, 10117 Berlin</td>
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<tr>
<td>14:30-15:15</td>
<td>Presentation “Lobbying in Sport”</td>
<td>Rebekka Kemmler-Müller, Referentin German Sport Youth</td>
<td>DOSB, Behrenstraße 24, 10117 Berlin</td>
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**Students from Molde:**

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<tr>
<td>13:30-15:30</td>
<td>Visiting the German Bundestag and the Paul-Löbe-Haus</td>
<td>Dr. Karsten Liese, Referent CDU/CSU Fraction in German Bundestag</td>
<td>Paul-Löbe-Haus, Konrad-Adenauer-Straße 1, 10557 Berlin</td>
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**All students:**

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<th>Event</th>
<th>Speakers/Participants</th>
<th>Location/Details</th>
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<tr>
<td>16:30-18:00</td>
<td>Presentation “Event management by AEG” plus Tour Mercedes Arena</td>
<td>Ole Hertel, Deputy General Manager, Anschutz Entertainment Group Development GmbH</td>
<td>Mercedes Arena Berlin, Mercedes-Platz 1, 10243 Berlin</td>
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<td>18:15-19:15</td>
<td>Presentation “How to handle hockey matches in a multifunctional arena”</td>
<td>Thomas Bothstede, Director Business Operation, Eisbären Berlin</td>
<td>Mercedes Arena Berlin, Mercedes-Platz 1, 10243 Berlin</td>
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<td>from 19:15</td>
<td>Free evening Berlin</td>
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Tuesday, 20 March | Berlin

**08:45-08:50**  Walk from Tryp Hotel Berlin City East to HAM Berlin

**08:55-09:00**  Wrap Up and Warm Up  
*Prof. Dr. Holger Preuß* | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz  
Location: HAM Berlin, Vulkanstr. 1, 10367 Berlin

**09:00-10:00**  Lecture *“The case of the Frankfurt Galaxy American Football Team – A combination of US-sports and entertainment”*  
*Prof. Gerald Fritz* | Prof. Sport Management HAM Berlin & Former Manager Marketing Frankfurt Galaxy  
Location: HAM Berlin, Vulkanstr. 1, 10367 Berlin

**10:00-10:45**  Lecture and Q&A *“Value Co-creation by the fan clubs national teams of the German team sport federations”*  
*Prof. Gerald Fritz* | Prof. Sport Management HAM Berlin & Head of Administration HAM Berlin  
Location: HAM Berlin, Vulkanstr. 1, 10367 Berlin

**11:00-13:00**  Transfer with Lunch

**13:00-14:00**  Presentation *“The Olympic Stadium Berlin – A sustainable multipurpose arena”*  
*Christoph Meyer* | Deputy General Manager, Press Officer, OlympiaStadion Berlin GmbH  
Location: Olympic Park Berlin

**14:00-15:00**  Tour Olympic Stadium Berlin *“From the 1936 Olympic Games until today - The legacy of an iconic sports facility”*  
Location: Olympic Stadium & Olympic Park Berlin

**15:30-17:00**  Tour and Presentation *“Hertha BSC – Managing one of the most successful German football academies & the Hertha brand”*  
*Benjamin Weber* | Head of Football Academy, Hertha BSC Berlin  
*Daniel Schmid* | Head of Brand Management, Hertha BSC Berlin  
Location: Olympic Park Berlin

*from 17:30*  Free evening Berlin

Wednesday, 21 March | Berlin/Oberhof

**08:30-12:45**  Transport from Berlin to Oberhof

**12:45-13:15**  Lunch *“Thüringer Bratwurst Barbecue”*  
Location: Biathlon Center, Oberhof, Am Grenzadler, 98559 Oberhof

**13:15-14:30**  Practice: Active Biathlon shooting competition  
Location: Biathlon Center, Oberhof, Am Grenzadler, 98559 Oberhof

**15:00-16:00**  Presentation *“Organizing the Biathlon World Cup in Oberhof”*  
*Silvio Eschrich* | Head of Organizing Committee Biathlon World Cup  
Location: Biathlon Center, Oberhof, Am Grenzadler, 98559 Oberhof

**16:30-20:00**  Transport from Oberhof to Mainz  
Feedback Talk *“Key Learnings of the tour”*  
*Prof. Dr. Holger Preuß* | Professor of Sport Economics & Sport Sociology, Johannes Gutenberg University Mainz  
Location: in bus - between Oberhof and Mainz at Autobahn

**20:00**  Check in at B&B Hotel Mainz an free evening Mainz
Essential Reading
   *(The edition 2016 was released and should be used now)*

Additional Recommended Reading

Recommended Listening
1. Casual Layered Analysis from Inayatullah https://www.youtube.com/watch?v=ImWDmFPfifl
2. S-Curves and future predictions: https://www.youtube.com/watch?v=cVYDkP jederU&feature=youtu.be
Getting to Mainz

From Frankfurt am Main International Airport (FRA) to the B&B Hotel Mainz

Public Transport
From Frankfurt am Main International Airport’s regional train station (below Terminal 1), take S-Bahn (suburban train) S8 in the direction of ‘Wiesbaden Hbf’ or the regional express train (RE) in the direction of ‘Saarbrücken Hbf’ and get off at ‘Mainz Hbf’ (Mainz Main Station). Journey time: approx. 25 minutes
Fare: €4.80 | consider to buy a group day ticket (5 persons) then you have included the trips in Mainz at the same day. Each trip would add 2,80 € / person.
Tickets should be purchased in advance from the RMV Mobility Centre or the DB Travel Centre (Terminal 1, Concourse B, Level 0) at Frankfurt International Airport or ticket machines (Terminal 1, Level 0). The destination code at ticket machine is 6500, and if asked, you should choose to go “via Rüsselsheim”, and not Frankfurt am Main.
After your Arrival at Mainz Main Station (Mainz Hauptbahnhof), the B&B Hotel Mainz is only a few minutes' walk away.

Adress:
B&B Hotel Mainz-Hbf
Mombacher Straße 2b
55122 Mainz

From the B&B Hotel Mainz to the University Mainz

Public Transport
From Mainz Main Station (Mainz Hauptbahnhof) take Strassenbahn (tramway) 53 in the direction of ‘Mainz-Lerchenberg Hindemithstraße’ and get off at ‘Mainz Friedrich-von-Pfeiffer-Weg’
Journey time: 4 minutes
Fare: €2,80
From there you could walk to the Institute of Sport Science (yellow marked way at the following map)

Or take a walk from the hotel to the university, its just 30 min and 2,4km away.
Food

Breakfast/Lunch/Food
The rate does not include lunch and dinner. Please take care of yourself. There are some options to get and lunch on campus:

There are several options to have lunch on campus:
- Mensaria
- Mensa Georg-Forster-Building
- Cafeteria Rewi
  Here you will find the directions to the “Rewi Cafeteria”:
  http://www.zdv.uni-mainz.de/plan/campus.html?g=60&amp;x=1229&amp;y=399
  Opening times are:
  Mo - Th: 07:30 - 17:00, Fr: 07:30 - 16:00

Please find further informations under this link:
http://www.studierendenwerk-mainz.de/essentrinken/johannes-gutenberg-university/zentralmensa/?L=3

Nightlife

Next to day 1 (Mainz, 9th March) and day 5 (Munich, 13th March) where we will jointly go to traditional restaurants (self-paying), you are free to make your own arrangements for dinner and evening entertainment. This guide contains the addresses of a few nice restaurants and bistros in the city center of Mainz, which are highly recommendable.

Eating
Booking is strongly recommended for all listed restaurants. Tips are not included in the bill, but they are welcome and may be expected in some places.

Traditional German
- Augustinerkeller
  Augustinerstraße 26, 55116 Mainz Tel.: +49 (0) 61 31 22 26 62
  www.augustinerkeller-mainz.de/erste%20englisch.html

- Römische Weinstube
  Rheinstraße 68, 55116 Mainz
  Tel.: +49 (0) 61 31 24 51 25

International
- Am Basseneimer Hof
  Acker 10, 55116 Mainz Tel.: +49 (0) 61 31 23 73 57
  www.ambasseneimerhof.de

- Bootshaus
  Victor-Hugo-Ufer 1, 55116 Mainz Tel.: +49 (0) 61 31 14 38 700
  www.bootshausmainz.de
- El Chico
  Kötherhofstraße 1, 55116 Mainz Tel.: +49 (0) 61 31 23 84 40
• Proviantmagazin  
Schillerstraße 11a, 55116 Mainz Tel.: +49 (0) 61 31 90 61 600  
www.proviant-magazin.de  

Italian  
• Al Cortile  
Kartäuserstraße 14, 55116 Mainz Tel.: +49 (0) 61 31 61 78 78  
www.alcortile.de  

• Ristorante Da Bruno  
Neubrunnenstraße 7, 55116 Mainz Tel.: +49 (0) 61 31 23 40 28  

• Vapiano  
Rheinstrasse 4G (Rheinterrassen), 55116 Mainz Tel.: +49 (0) 61 31 62 94 90  
http://de.vapiano.com/de/restaurants/vapiano-mainz-rheinstrasse-4-g-1/  

Drinking  

Wine bars  
• Weinhaus Bluhm  
Badergasse 1, 55116 Mainz  
Tel.: +49 (0) 61 31 22 83 54  
www.weinhaus-bluhm.de  

• Weinstube Rote Kopf  
Rotekopfgasse 4, 55116 Mainz  
Tel.: +49 (0) 61 31 23 10 13  
www.rotekopf.de  

• Weinhaus Zum Beichtstuhl  
Kapuzinerstraße 30, 55116 Mainz Tel.: +49 (0) 61 31 23 31 20  
www.zumbeichtstuhl.de  

Beer  
• Eisgrub Bräu  
Weiβliliengasse 1a, 55116 Mainz Tel.: +49 61 31 22 11 04  
www.eisgrub.de  

• Irish Pub  
Weiβliliengasse 5, 55116 Mainz  
Tel.: +49 (0) 61 31 23 14 30  
www.irish-pub-mainz.de/indexMainz.html  

• The Porter House Irish Pub  
Große Langgasse 4, 55116 Mainz Tel.: +49 (0) 61 31 14 41 454  
www.theporterhouse.de  

Cocktail Lounges  
• Cafe Extrablatt am Schillerplatz  
Ludwigsstraße 1, 55116 Mainz Tel.: +49 (0) 61 31 62 99 454  
www.cafe-extrablatt.com/standorte/details/cafe-extrablatt-mainz-schillerplatz
• Citrus
Rheinstraße 2, 55116 Mainz
Tel.: +49 (0) 61 31 21 67 15
www.citrus-mainz.de

• Heiliggeist
Mailandsgasse 11, 55116 Mainz Tel.: +49 (0) 61 31 22 57 57
www.heiliggeist-mainz.de

• Panama Bar
Dagobertstraße 2, 55116 Mainz Tel.: +49 (0) 61 31 21 57 833
www.panama-bar.de
Travelling around Mainz

Public Transport
The city center of Mainz is fairly small and the main sights are clustered within walking distance, however public transport might be needed once in a while.
As a small city, Mainz has only a limited tram and train network, supplemented by a large number of buses. Its public transport network is operated by the Mainzer Verkehrsgesellschaft (MVG). The hub of the MVG’s network is the main bus station, which is located in front of Mainz Main Station (‘Mainz Hauptbahnhof’). This is also where the MVG’s office is located.
Prices vary. With the ‘Mainz Card’, you can travel free of charge on all public transport (buses, trams, and S-Bahn, RB, SE and RE trains) in Mainz and Wiesbaden (fare zone 65) and to Frankfurt am Main International Airport (fare zone 5090). The card also offers over 50 special discounts on cultural and leisure activities, hotels and sightseeing.
The ‘Mainz Card’ is available as a single or group (five-person) ticket for €9.95 or €25 respectively. It is valid for 48 hours from the date of purchase and is available from the tourist office and the MVG Travel Center at Mainz Main Station (Bahnhofsplatz 6a).

Taxis
Taxis can be booked in advance or picked up in the street or from taxi stands. All official taxis in Mainz are in beige color. A yellow light on top of the taxi indicates that it is available.
To book an official taxi, call: +49 (0) 61 31 910 910.
Taxis in Mainz are fairly affordable, with most journeys within the city costing under €15.

Free Time
In your free time, Mainz has quite a lot to offer, such as sightseeing, museums and shops. Below are some suggestions.
Famous Churches & Cathedrals (6.1)
The following churches are some of the finest sights in Mainz and well known:

(a) St Martin’s Cathedral
Even 1,000 years after its construction, this massive cathedral (also known as the ‘Mainzer Dom’, or ‘Mainz Cathedral’) still shapes the city’s character, as it has shaped its history. Mainz, a historical intersection, became the ecclesiastical centre north of the Alps in 746/7 through the work of St Boniface. It acquired the title of Holy See during the rule of Willigis (975–1011), who laid the foundation stone for the cathedral in 975.

(b) St Stephen’s
With 200,000 visitors a year, St Stephen’s is clearly a popular tourist attraction. People from all over the world make pilgrimages up St Stephen’s Mount to see this church, with its glowing blue stained-glass windows created by the artist Marc Chagall. This Gothic church was reconstructed and restored after the Second World War, when it was almost completely destroyed. St Stephen’s was the only German church for which the Jewish artist Marc Chagall (1887–1985) created windows. Born in Russia, he spent the majority of his life in France. Blue light shines through the stained glass into St Stephen’s, with angels and other biblical figures seeming to move ethereally in the light.

(c) Augustinerstraße and the Augustinerkirche
The picturesque Augustinerstraße is Mainz’s ‘stroller’s mile’. Up until the 17th century, it was the city’s main business thoroughfare. Today, the atmosphere created by its small businesses and boutiques, coffee shops, pubs, restaurants, and wine bars is typical of Mainz. Surrounded by all this activity and embedded within the row of house fronts is the magnificent baroque facade of the towering Augustinerkirche. Built to accommodate the needs of the Augustinian hermits between 1768 and 1776, it is now a seminary church.
The church’s interior is extremely beautiful. Its ceiling frescoes provide insight into the life of St Augustine, as well as the history of the mendicant order that made the Augustinerstraße its home from the 13th century onwards. In contrast with many of Mainz’s other churches, the Augustinerkirche had the excellent fortune of surviving the Second World War unscathed.

Mainz Old Town (6.2)
Mainz’s old town offers history and joy. Broad, roomy squares, lovely restored half-timbered houses and magnificent baroque churches give the old town its charming character. Its rococo facades and bourgeois baroque houses conceal elegant boutiques, coffee shops and wine bars. Mainz’s old town extends from the shadows of the southern facade of St Martin’s Cathedral to the train station of ‘Römisches Theater’. Life pulsates in its zigzag alleys, which have funny names like Little Nose Way, Hering’s Fountain Alley and Corpse Yard.
The old town’s artfully restored facades and mighty baroque churches bear witness to Mainz’s rich history starting from the Roman Empire.

Kirschgarten (6.3)
The Kirschgarten (Cherry Orchard), with its romantic half-timbered houses and Marian Fountain, is one of Mainz’s most beautiful little squares. There is little left of the cherry orchard from which it got its name – just the cherry tree stump at the Zum Beymberg Bakery (No. 19). In addition to the delightful buildings and the pretty, decorated shops, the baroque-style fountain erected in 1932 contributes to the charm of this little patch of the old town.
Shopping

When it comes to shopping, Mainz equals and surpasses many other cities of its size. The main shopping district is the pedestrian zone of the town, leading from the Rathaus Bridge to the city center.

In the old town, hundreds of tiny shops abound in the hidden alleys, courtyards and narrow thoroughfares of medieval Mainz, including florists, decorators, candle-makers and exquisite boutiques selling hand-crafted jewelry, gifts, art, clothes, chocolate, sweets, gourmet treats, wines and accessories. Quality is high and prices are competitive.

The new ‘Römer Passage’ supplements Mainz’s already large selection of major department stores, top-brand outlets, specialty shops and boutiques with some 40 additional stores. Entirely unique to the ‘Römer Passage’ are the precious ruins of the ancient Temple of Isis, which were unearthed during its construction. These ruins, which span 300 sqm, have been incorporated into the shopping center, offering a peaceful retreat for relaxation and contemplation where the Romans once brought offerings to their Gods.

With best regards,

Institute of Sport Science
Department Sport Economy, Sociology & History