



## Virtual Workshop

for interactive discussions  
between senior and  
early-career  
scientists

# AgEnDA

## a digital platform for city event management

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The presentation

**agenda**

## City event management

- The importance of city events
- Challenges of city event management

## The AgEnDA

- Integrated digital platform for city event management
- Participatory planning and risk governance
- Interoperable dashboard analytics

## The importance of city events

### for the citizens:

- social activity
- life quality

### for the city:

- attractiveness
- economic growth

## The challenge of management

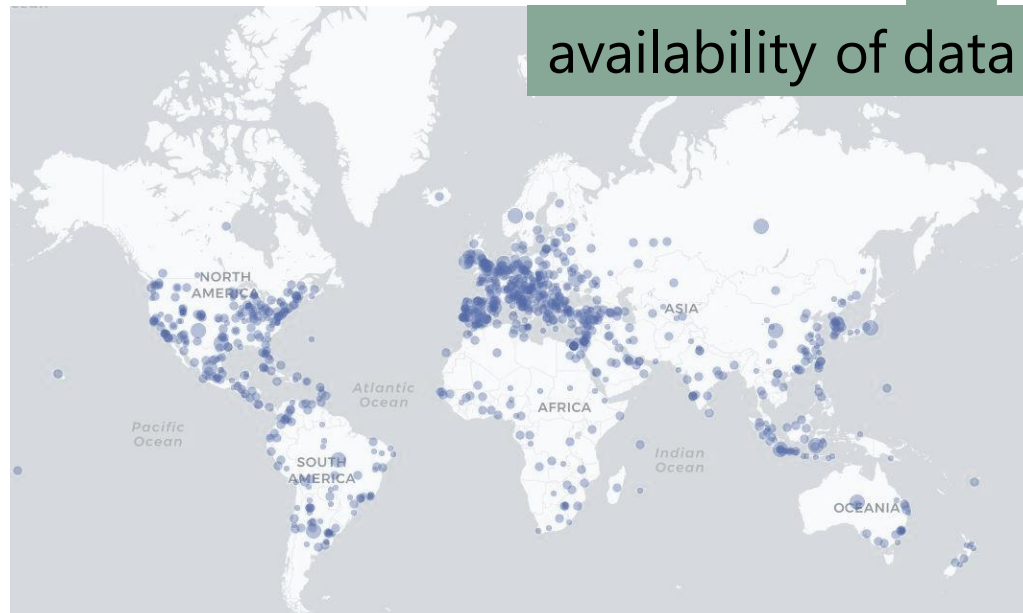
### limitations of existing managerial practices

emphasis on space-time dimensions

need for:

- efficient exploitation
- effective interpretation

availability of data



source: GDELT Project

city events through media

## The challenge of the city context

complex set of multidimensional, interconnected urban systems

city events cause stresses

- concentrations
- flows
- transformations
- governance issues

additional loads  
civic frustration

increase vulnerability

## The special conditions

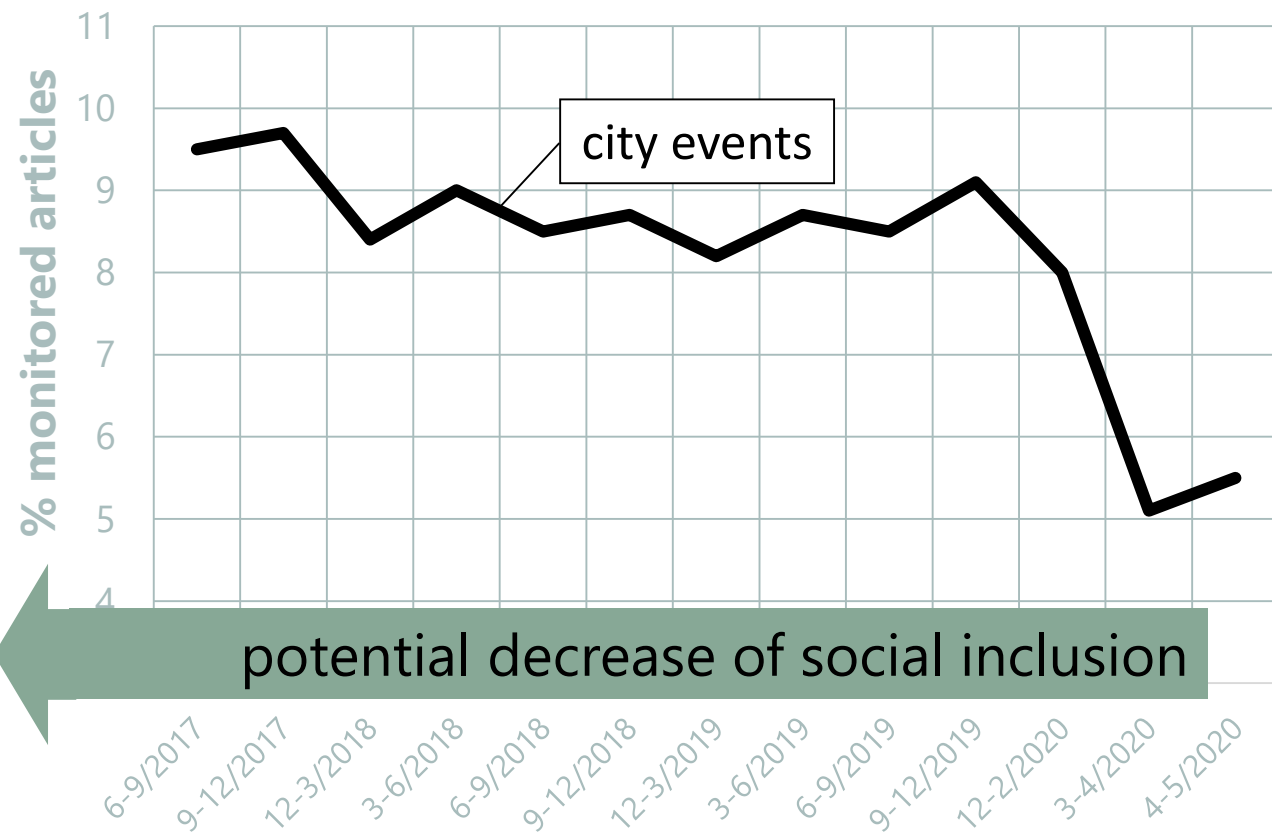
imposed by:

- self-isolation
- new protocols
- sense of insecurity

need to reset  
planning and  
management

## The COVID-19 pandemic

### media coverage volume intensity



Source: GDELT Project

# The city AgEnDA

interaction with end users

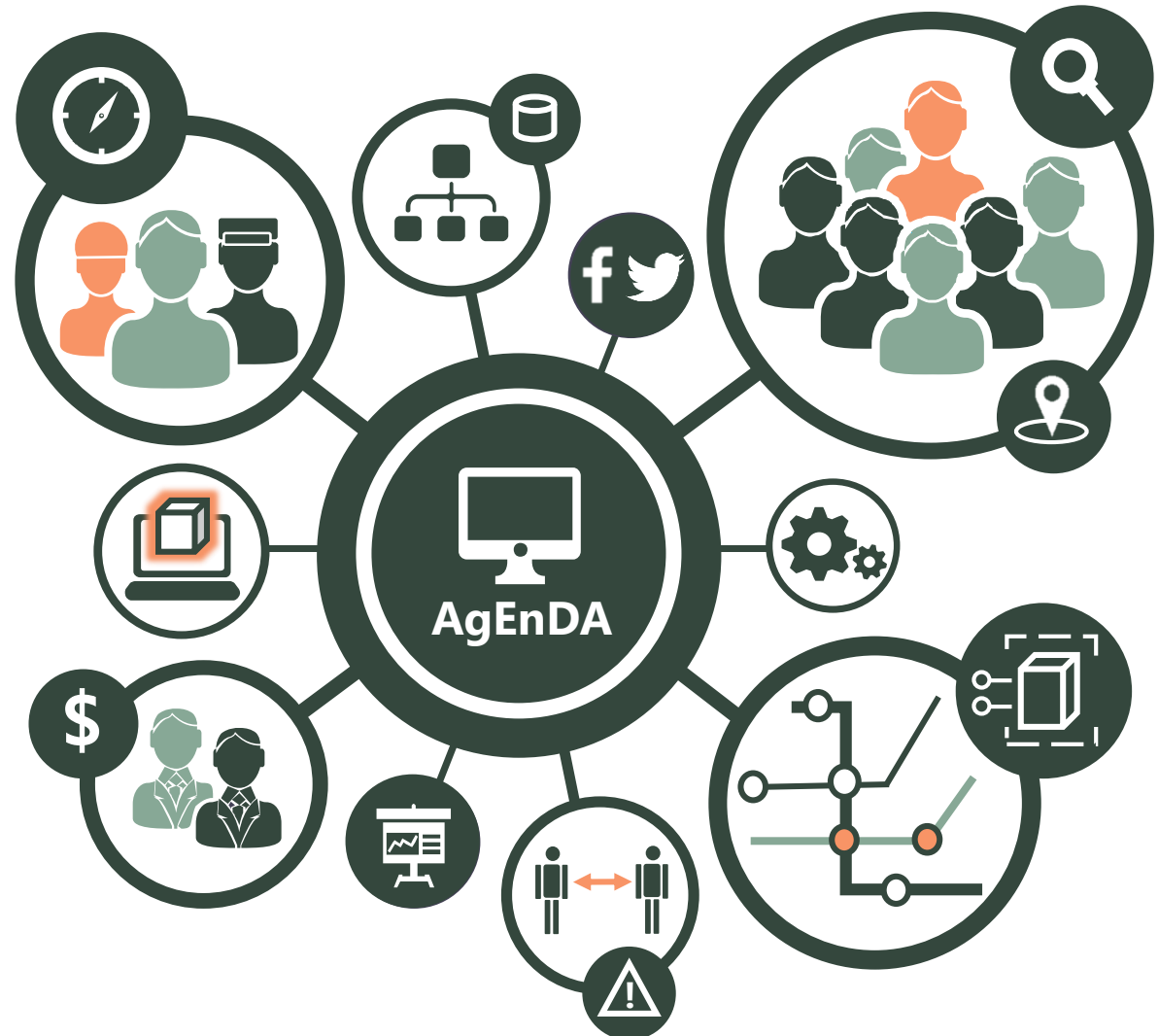
urban flows' analysis and modelling

planning with special conditions

stakeholders' engagement

integration with authorities' input

## Aggregated Event Dashboard Analytics



# The city AgEnDA **Aggregated Event Dashboard Analytics**

## Phase 1

- Data collection
- Attendees' profile recognition

## Phase 2

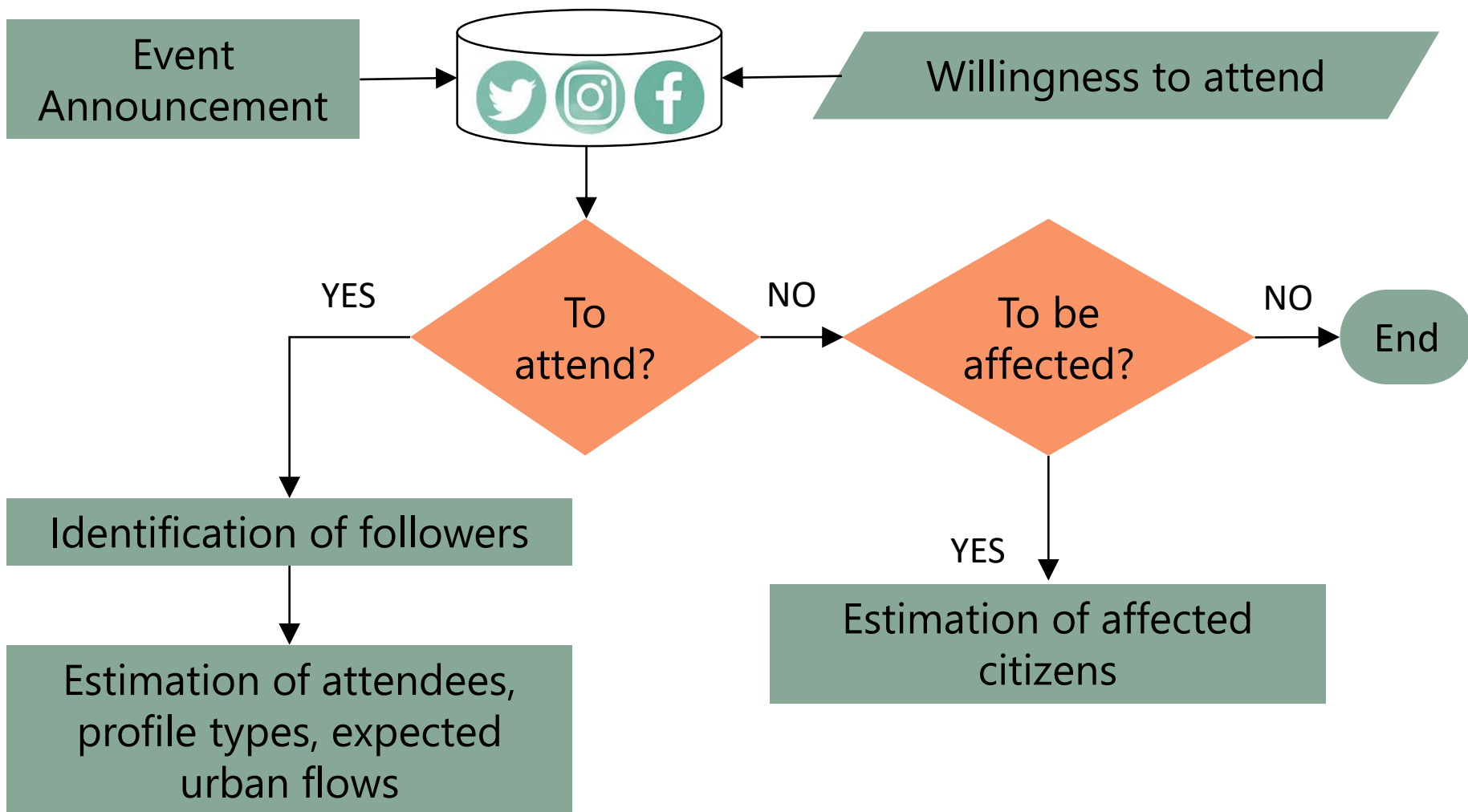
- Data processing
- Event planning

## Phase 3

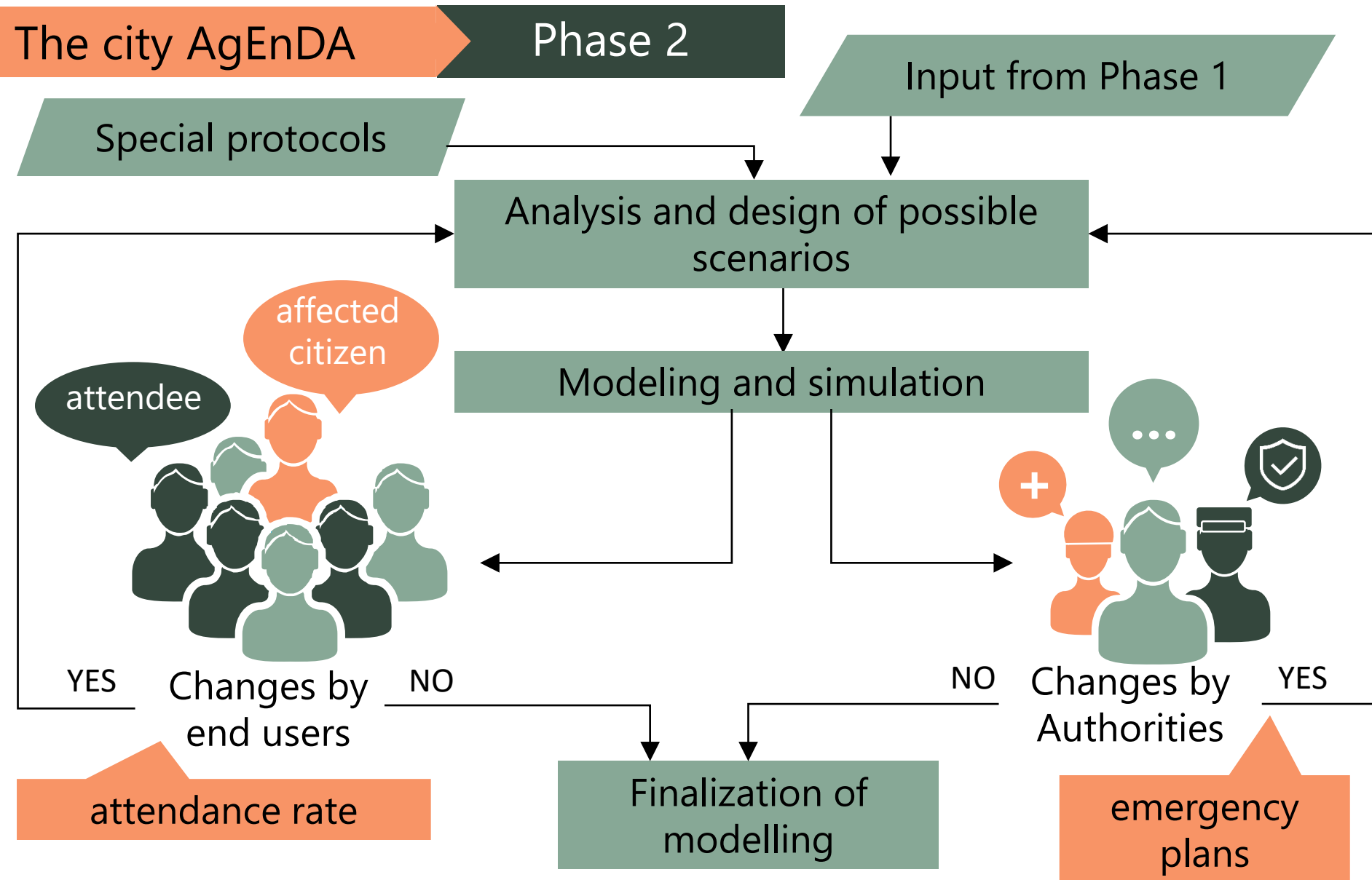
- Database creation
- Monitoring of event development

# The city AgEnDA

## Phase 1

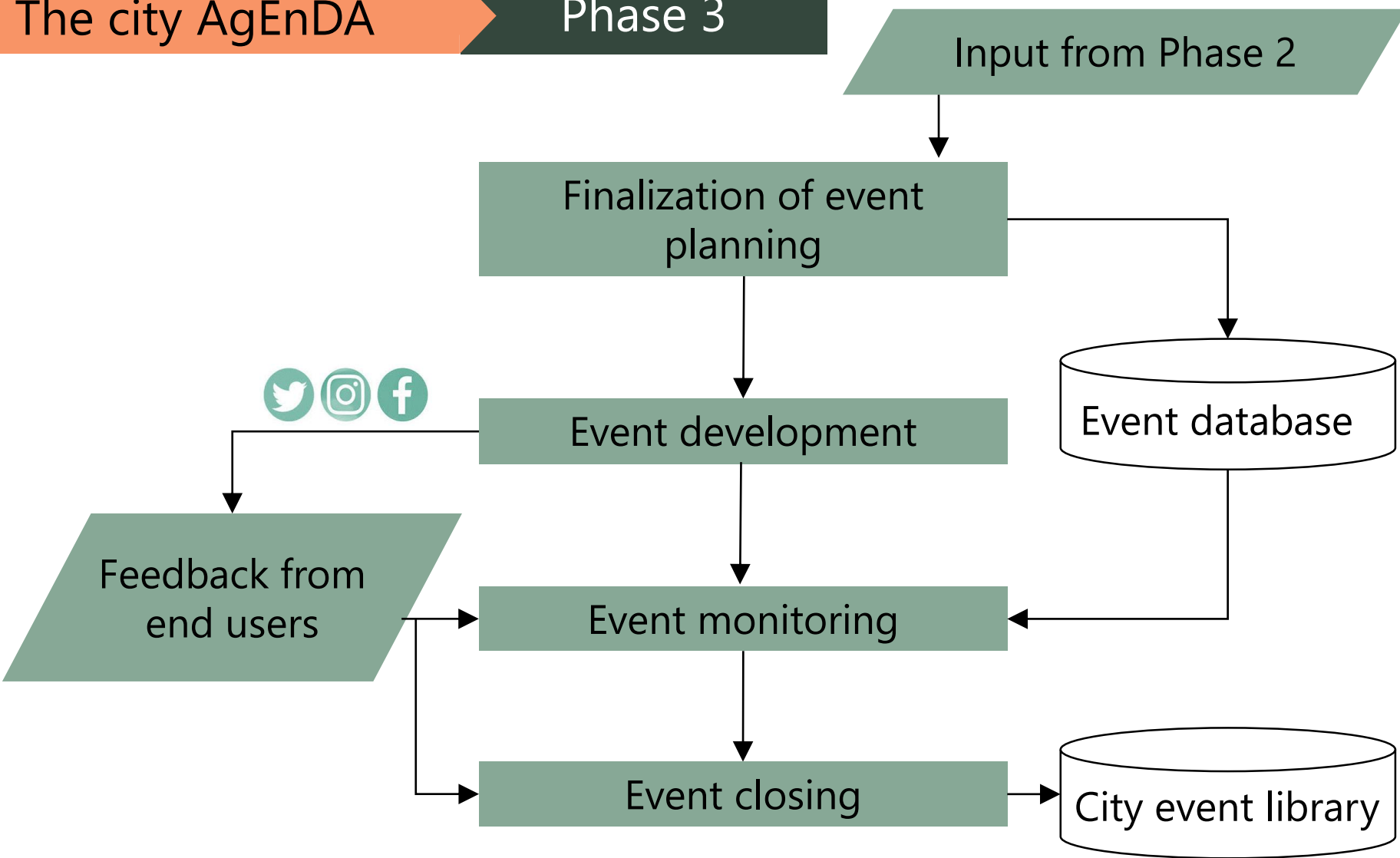






# The city AgEnDA

## Phase 3





## Summary

The AgEnDA provides:

- Increased engagement

- Improved estimations of loads

- Added flexibility in planning

- Management of event portfolio



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# Thank you for your attention

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