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# SPECIAL EVENT

## MILANO CORTINA 2026

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04.03.26 - 12.30 h



NOI Techpark - Aula -1.10

## Studying and volunteering at mega events +stories from the 2026 Winter Games

### Speakers:

Massimo Morellato – Oswin Maurer

Students from the Bachelor Tourism, Sport and Event Management:

Aurora Costantin (Antholz/Anterselva), Mariachiara Leoncini (Cortina), Giulia Trameri (Livigno), Elisa Berteotti (live from the Olympic village in Predazzo)

Giada Andreutti (Olympic Athlete – Bobsleigh Beijing 2022 – Mi-Cortina 2026)

### **Abstract:**

The use of volunteers at major events is both a strategy to achieve community ownership of the event and craft legacies by inspiring locals and increasing capabilities amongst the volunteers. This seminars will present insights from conducting research on volunteering at several major events around the World (Winter Olympics 2010, America's Cup 2021, Winter Olympics 2026). In particular, students from the Bachelor in Tourism, Sport and Event Management at UNIBZ will report their experiences in investigate the interrelationships of volunteers' motivation, satisfaction, experience at the Milano-Cortina 2026 Games in several venues (Anterselva, Cortina, Livigno, val di Fiemme). How the involvement with the delivery of the Games is helping to increase social capital, skills and capabilities, under a socio-cultural impact assessment for the hosting destinations.

During the session we will have a chance to hear stories from other UNIBZ students who volunteered at the recently completed Olympic Games and from an Athlete who competed in two editions of the Winter Olympics.