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INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



LEARNING THROUGH DOING

HOSPITALITY EVENTS MANAGEMENT: A CRUCIAL PRACTICAL ELEMENT FOR OUR FINAL YEARS

Over the last two weeks, teams of our final year students have been running live events as part of our **Hospitality Events Management Module**. This year, due to the pandemic, we made the decision to conduct these events online – a new concept for both the tutors and the students, whether producing or staging digital events. Despite the challenges of this change, we felt it crucial to retain this practical element of study for our soon-to-be graduating students.

Have a great weekend!

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What's in this issue:

**LEARNING
THROUGH DOING:
HOSPITALITY
EVENTS
MANAGEMENT**



From Wine Tastings to Employability Masterclasses

MARK ASHTON

Building on the practical experience students receive in our **Lakeside Restaurant and Coffee Shop** in the first year of their studies, the **Hospitality Events Module** provides an opportunity for the students to apply this practical experience with the degree based-theoretical knowledge to a real world event project. In teams, the students are assigned an event theme and are guided through a project management process to plan, organise, execute and evaluate an actual event - all in less than ten weeks.

The module draws from Industry experts and practitioners throughout the process to apply rigour and relevance to the plans of the students as they aspire to professional standards.

This year whilst the framework of the module remained similar to previous years, students have been guided by Industry experts with experience of digital events through both a series of interviews containing their top tips but also through pitching their event feasibility studies to them at a panel event (online, of course) early on in the module.

After much creativity, planning, selling and marketing their events, just nine weeks after being given the initial event themes, the students delivered their virtual events across several digital channels (Zoom, Teams, Google Meets and Facebook) all in aid of a collection of local and Industry charities, with pleasing results.

Further details of each of the eight events staged this year can be found in the blue bar to the right, along with links to the charities they were supporting. Please follow **@surreyhospdept** for final updates from each team as to the totals raised for their charities.

THIS YEAR'S EVENTS:

[White Christmas Baking Event](#)

[Virtual Fashion Show](#)

[Thirsty Thursday - Virtual Mixology Class](#)

[Come Wine With Us - Virtual Wine Tasting Event](#)

[Discovering Wellness](#)

[I'm Dreaming of a Christmas Roast](#)

[Employability Masterclass](#)

[IHTM Christmas Social](#)

