

Industry Weekly Digest

School of Hospitality & Tourism Management

Real World Learning in Event Management

Second year students experience being a part of an event management agency and working with clients in order to plan, deliver and evaluate a live event based on a specific brief. This real-world learning environment is created across two modules, giving students a year to experience the challenges of event management first hand.

In this digest, the Module Leader, **Dr Emma Delaney** takes on a behind the scenes tour of this learning experience.

Have a great Weekend!



Behind the scenes of the Live Events Project

Dr Emma Delaney

Second year BSc International Events Management students will study two consecutive modules that focus on planning, marketing, delivering and evaluating a live event. The module has been designed to simulate the experience of working in an event management agency. This means that students are assigned to teams that will take on the financial, marketing and operational management of the event. Each team is partnered with a client who provides them with an event brief, detailing the objectives that they would like an event to achieve. The challenge is to design and deliver an event that meets the brief with a small seed fund. Recently, clients have included the Student Experience Team, Voice ESEA (an organisation aiming to eliminate racial discrimination against East and Southeast Asians through education and by amplifying voices of ESEA within the community) and Challengers (a local charity that provide play and leisure activities for disabled children and young people). Briefs have included objectives such as raising funds, increasing awareness of services and driving up membership.



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The modules are designed to provide students with a realistic experience of working in event management and give teams creative freedom to design an event from scratch. Working towards a client's brief focuses students on making decisions that are driven by meeting the event objectives and exceeding their clients' expectations. As part of the learning experience, students will pitch their event idea to their client, secure a venue, suppliers and event staff and market the event to a target audience. The students are supported by the module teaching team through the process of writing risk assessments, health and safety statements and operational plans before delivering the event at the end of the year. Follow SHTM on [Instagram](#) for details of this year's events!

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