

Industry Weekly Digest

School of Hospitality & Tourism Management



The Only Festival Partner

Learning from, and working with the top industry experts is the core in our educational approach at the **School of Hospitality and Tourism Management**. In summer 2022, our students were offered exclusive, valuable opportunities at Latitude Festival by the biggest festival organiser in the UK—**Festival Republic**.

In this digest, **Dr Yanning Li** takes on a behind the scenes tour of this learning experience.

Have a great Weekend!



Training the future professionals and leaders: partnering with Festival Republic, the top festival organiser in the UK

Dr Yanning Li

“Tell me and I forget, teach me and I may remember, involve me and I learn.” – Benjamin Franklin. This is one widely followed philosophy of teaching and learning. It is also true in training our students to be future professionals and leaders at the School of Hospitality and Tourism Management.



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As part of our extra curricula offerings, we always look for the best possible industry experience and opportunities for our students. This summer, we were offered 74 exclusive, valuable placement and volunteering opportunities at Latitude Festival by the biggest festival organiser in the UK – Festival Republic. These include a wide range of positions such as Health and Safety Intern, Production Office Intern, Licensing Office Intern, Artists Liaisons on multiple stages, Arena and Campsite Interns, Marketing & Digital/Media/PR Intern, and the Helpful Arena Team. Some of these roles were working with the most important people in the field who have decades of experience in organising large scale public events and managing visitors. The partnership and the roles were exclusive to our school, and we had our own operating compound at the festival with lots of welfare supplies to support our students and staff.

These opportunities have provided various benefits to students at different stages of their studies. Some managed to conduct their final dissertation research at the festival, some collected evidence for their portfolios/assignments, some gained resources and ideas for their live event modules, most deepened their application of theories learned in class to actual practice, and all should enjoy enhanced employability.

“Learning loads on the field, meeting lots of industry experts, building networks, making friends, working while enjoying one of the best festivals, and Ed Sheeran, has made the best summer” – student feedback.

Follow SHTM on Instagram for details of this year’s extra curricula opportunities!