

Industry Weekly Digest

School of Hospitality & Tourism Management



Digital Events Management

Over the last two weeks, teams of our final year Hospitality and Tourism students have been running live digital or hybrid events as part of our **Hospitality Events Management Module**. Now in its third year of digital events delivery, this practical element of study for our soon-to-be graduating students provides multiple opportunities for students to innovate digitally and also to apply previous learning in an authentic way.

In this digest, **Mark Ashton** explains more.

Have a great Weekend!

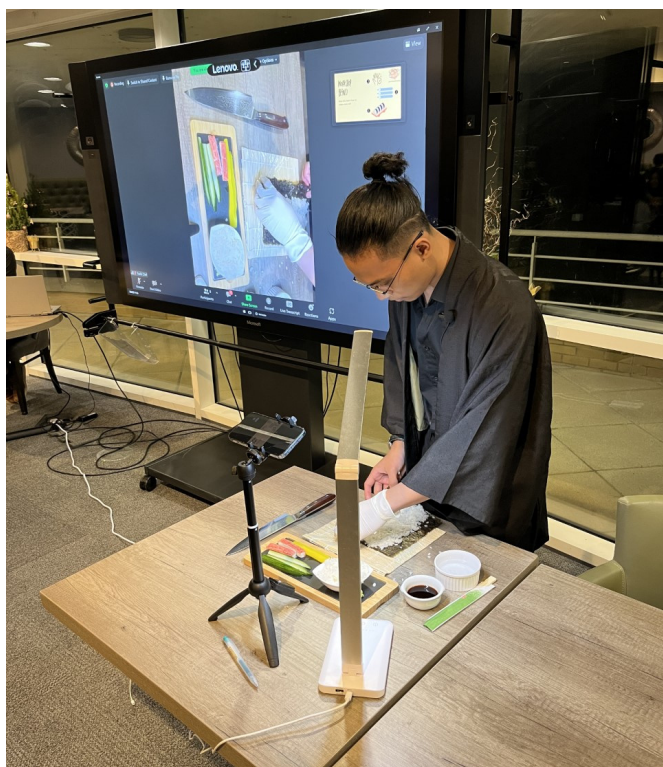


A series of final year undergraduate student events comes to an end

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.



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After much creativity, planning, selling and marketing their events, just nine weeks after being given the initial event themes (these ranged from a **cocktail event**; a **pottery painting masterclass**; a blind **wine tasting**; a **wellbeing event**; **Christmas gift making** and a **sushi making masterclass**), the students delivered their virtual events, through Zoom, all in aid of a collection of local and Industry charities (including **Halow Project**; **Phyliss Tuckwell hospice**; **Invisible Chips**; **Catalyst**; **Marie Curie** and **The North Guilford Food Bank**), with pleasing results.

Further details of each of the six events staged this year can be found on Instagram, along with links to the charities they were supporting. Please follow us for final updates from each team as to the totals raised for their charities. At last count this already totals in excess of £3,500!

Follow the School on **Instagram** for final updates on these events