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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



FIELD VISITS

Learning from the best

Our International Event Management students regularly get out of the classroom to visit some of the UK's most important venues and events. Field visits help students to learn about best practice, hear directly from industry leaders and build their networks as they plan for their careers as future event professionals.

In this week's Industry Digest, Dr James Kennell explains this approach and explores the benefits of it for our students.

Have a great weekend!



INTERNATIONAL EVENTS MANAGEMENT STUDENTS VISIT VENUES AND EVENTS THROUGHOUT THEIR STUDIES TO HEAR WHAT INDUSTRY WANTS AND NEEDS FROM GRADUATES, AND TO LEARN ABOUT BEST PRACTICE FROM LEADERS IN THEIR FIELD

Dr James Kennell

For students on our **BSc International Event Management programme**, it is important that they graduate with the most up-to-date and industry-relevant knowledge to help them to successfully develop their careers as future leaders. During their studies, they learn a lot in the classroom about management issues in events, and benefit from hearing from lecturers involved in cutting-edge research. Through field visits, students have the opportunity to see how they can apply their learning in industry settings, and taking part in these trips is a vital part of being an events student in **SHTM**.

Examples of three visits that our students have been on in this academic year are to **Trinity House**, a stunning heritage events venue in the City of London, the **New Vic theatre**, one of the country's most innovative theatre venues, and the **Ideal Home Show** at **Olympia**, which has developed an iconic status since it was founded as an annual event in 1908. Each visit gives students something different, and a taste of what it is like to work in such a diverse industry.

Lecturers from SHTM use their extensive industry networks to develop these visits as valuable learning experiences. Students hear from senior professionals involved in planning, managing and evaluating events, and have the opportunity to get involved in in-depth discussions about the challenges facing the events industry today, and how best to develop their careers.

Events management graduates today are entering a highly competitive job market, with some amazing opportunities. We know how important it is for them to graduate with a great degree, ready-to-go networks, and experience of the day-to-day realities of event management. Field trips give students the chance to develop every part of their CV, and to bring expert knowledge of the industry back into the classroom to support their studies.

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