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# INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS

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## REAL WORLD LEARNING IN EVENT MANAGEMENT

### Live Event Projects

The [BSc \(Hons\) International Events Management Live Event Modules](#) are designed to partner students with real clients. Although this adds a level of complexity and risk to the modules, it provides students with a rich experience of professional event management. This year's clients included [Challengers](#), a local charity that gives disabled children and young people the opportunity to play, have fun, and make friends in a safe and supportive environment.

In this week's Industry Digest, [Dr Emma Delaney](#) explains this approach and explores the benefits of it and rich learning opportunities afforded to our students.

Have a great weekend!



## REAL WORLD LEARNING IN EVENT MANAGEMENT

Dr Emma Delaney

Once again this year, our Second year BSc International Events Management students have successfully staged three live events, all with different objectives and target audiences. Students began creating their event plans in October and after successfully pitching their ideas to a panel of experts, they have spent months refining their ideas, sourcing suppliers, booking venues and marketing their events. Students also completed all regulatory paperwork for their events such as risk assessments and health and safety policies.

The live event modules are challenging but popular as they expose students to the reality of working in the events industry. Unlike most live event modules taught elsewhere, at Surrey, students must create and develop an event that meets a brief that has been written by a real client. As well as writing the brief, clients sit on the panel of experts, support students through the process of refining their ideas and attend the live event.

Delivering an event for a client gives students an in depth understanding of what's involved in professional event management as all of the decisions that they make about the event should be based on meeting the client's objective.

Students become responsible for their client's reputation, as well as the University's, and they must regularly report back to their client on their progress, just as a professional event manager would.

Creating client and student partnerships adds a level of complexity and risk to the live event modules, but ultimately this provides students with a richer experience of event design and delivery and it helps the University to build and maintain important relationships with local businesses and charities.

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