

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



STUDENT- RUN DIGITAL EVENTS

**Navigating Hospitality's
Practical Adventure**

Over the last two weeks, our final-year students have been organising live events as an integral part of our Digital Events Management Module. This year, we have chosen hybrid events, combining online and in-person experiences. This practical aspect of our curriculum continues to empower students for applying their knowledge of digital innovation in an authentic setting.

In this digest, [Dr Wenqi Wei](#) and [Dr James Kennell](#) explain the approach and benefits to this style of learning and teaching to our final year [School of Hospitality and Tourism Management](#) students.

Have a great weekend!



ENHANCING EXPERIENTIAL LEARNING: A PROJECT-BASED APPROACH TO EVENTS MANAGEMENT FOR FINAL-YEAR UNDERGRADUATES

Dr Wenqi Wei and Dr James Kennell

The Digital Events Management Module provides students with a unique opportunity to apply their practical experience alongside their theoretical knowledge gained through their degree to execute real-world event projects. Working in teams, students choose their event themes and are guided through a comprehensive project management process, including planning, organisation, execution, and evaluation, all within a concise ten-week timeframe.

This year's chosen event themes included "Quizmas," "Sip and Paint," "Zumba Fit," "Shake it up (cocktail)," "Chrimbo Bingo," "Festive spirits and Flavourful bites," and "80s' Retro Workout." Throughout the module, industry experts and practitioners shared their expertise to ensure the students' plans met professional standards.

In this semester, while maintaining the core structure of the module, students received guidance from industry experts with digital event experience through a series of interviews and the presentation of their event feasibility studies during an online panel event. Students successfully hosted their hybrid events across digital platforms like Zoom and Teams, as well as physical venues such as the Surrey Sports Park and the Lakeside Restaurant. These events were organized to support a collection of local and industry charities, and the results were highly satisfying. As of at the most recent update, our seven teams have already raised a total of £2,920.31!

For further details on each of the seven events staged this year, please refer to the hyperlink provided below.

Find out more about the events and explore their marketing here: "Quizmas," "Sip and Paint," "Zumba Fit," "Shake it up (cocktail)," "Chrimbo Bingo," "Festive spirits and Flavourful bites," and "80's Retro Workout."



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