

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



INDUSTRY INTEREST

in Graduate Recruitment is on the Rise!

Dr Emma Delaney's recent visit to an industry conference, reveals that most meetings professionals haven't studied event management at university but see this as an ideal route into the industry. As such, industry support for universities that offer these degrees and students that want to get into conference management, is gaining momentum.

In this digest, Emma discusses the growing industry support for event management graduates that want to move into the world of professional meetings management.

Have a great weekend!



IS INDUSTRY INTEREST IN GRADUATE RECRUITMENT ON THE RISE? THE RECENT ICCA UK AND IRELAND CHAPTER ANNUAL CONFERENCE SUGGESTS IT DEFINITELY IS!

Dr Emma Delaney

Last month Dr Emma Delaney attended the ICCA UK & Ireland chapter annual conference, in Belfast. ICCA (International Congress and Convention Association) is a member organisation for the association meetings industry. The UK and Ireland chapter represents 97 members spread across England, Scotland, Ireland, N-Ireland and Wales who are all involved in conference management, whether that's as a venue, convention bureau, hotel or PCO (professional conference organiser).

As an international organisation, ICCA are keen to recruit more universities as members and this is partly to provide a line of communication between the industry professionals of today and those of the future. This was Emma's first experience of attending (and speaking at) an ICCA event and Emma was struck by the interest in event management degrees and graduate recruitment that was apparent throughout the conference. The speaker line-up included a final year event management student from Leeds Beckett University, who spoke about how his degree has prepared him for a role in industry.

His talk was followed up by an interactive session where 15 first year event management students from the University of Ulster split up to each join a table of delegates to discuss what students want from the industry, in terms of supporting them to transition from student to professional. The results of the session indicate that above all, students are keen to secure short and long term paid internships to give them industry experience while they are studying.

What this session, and other conference discussions revealed, was that most of the ICCA conference delegates had not studied event management at university and had fallen into the world of conferencing and business tourism. These delegates were overwhelmingly supportive of universities that offer event management courses and see this as an ideal route into the industry. As a result of this, delegates pledged to target and recruit event management graduates in the future and to work with universities to offer placements and clear routes into this dynamic industry.

Read more about ICCA via their website or the UK and Ireland Chapter's LinkedIn page