

WORKSHOP 1

**EVENTS EDUCATION AND WORK-BASED LEARNING: FACILITATING
EXPERIENTIAL LEARNING THROUGH STUDENT-RUN EVENTS**

DAY, 2 – TUESDAY, 8 SEPTEMBER 2015

Workshop time: 9:30 – 11:00

Location/Room: IG10

This interactive workshop will introduce best practice case studies of utilising experiential learning (EL) in successful event management courses from around the world, and facilitate interesting dialogue amongst participants on experiences of running modules in which students work to design, execute and evaluate a live event.

We will highlight issues related to working within local and national legal and safety frameworks; engaging students in building industry relationships; and, exploring impacts on student experience and learning. We will also attempt, through engaging participants in a series of exercises, to identify effective experiential learning techniques in HE events and festival management programmes and begin to build a framework outlining effective facilitation of student-run live events as a means of EL and industry engagement.

The workshop is facilitated by Dr Ivana Rihova from the Edinburgh Napier University, UK and Dr Clara Lei Weng Si from the Institute for Tourism Studies, Macao. It is part of an ongoing research project run by Dr Jane Ali-Knight, Dr David Lamb and Dr Ivana Rihova.

Please **sign up if you are interested in attending** this workshop using the sheet located at the registration desk (workshop registration will be open until the end of day 1).

We look forward to seeing you there!

WORKSHOP 2

**FUTURE EVENT MANAGER AND IMPLICATIONS FOR
UNDERGRADUATE UNIVERSITY PROGRAMMES**

DAY, 2 – TUESDAY, 8 SEPTEMBER 2015

Workshop time: 11:30 – 13:00

Location/Room: IG10

An analysis of current developments in the events industry (B2B and B2C) will be shared. The analysis is based on talks with industry leaders the last 2 years for the new Dutch curriculum profile on Leisure Management and for the development of the renewed NHTV post-propaedeutic track International Events Management last year. Both big Dutch (outdoor) events as the leading exhibition and conference organizations were represented in these interviews.

The most important conclusions can be brought back to three main trends: first, increasing demand for new and innovative surprising event experiences; second, changing business models; and increasing importance of sustainability.

All these notions force universities to raise the following questions. What does this all mean for future event professionals? And, as a result of that, what does that mean for universities and other educational institutions educating for these jobs?

The workshop is facilitated by Arend Hardorff and Dr Marisa de Brito, both at the NHTV Breda University of Applied Sciences, The Netherlands.

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