

How can a professional box office system be utilised as a learning vehicle for events management students?

Adrian Bossey & James Randell

FALMOUTH UNIVERSITY



The CBI and Universities UK Future Fit report stated that "Universities and employers must continue to invest in employability skills development" Sheldon (2009)8

"Employers report a growing mismatch between the skills they need and the skills that graduates offer." Johnson, J (2016) 42

Ticketsolve Box Office System

- Purchased Summer 2015
- Student & Public events
- Surveys from Autumn2016
- Data feeds into Audience Agency Audience Finder

System Attributes:

- Full CRM event ticketing
- E-Commerce platform
- Cloud based so can be used offsite/offline
- Dynamic system features



Ticketsolve in Operation

Several strands of teaching and learning delivery:

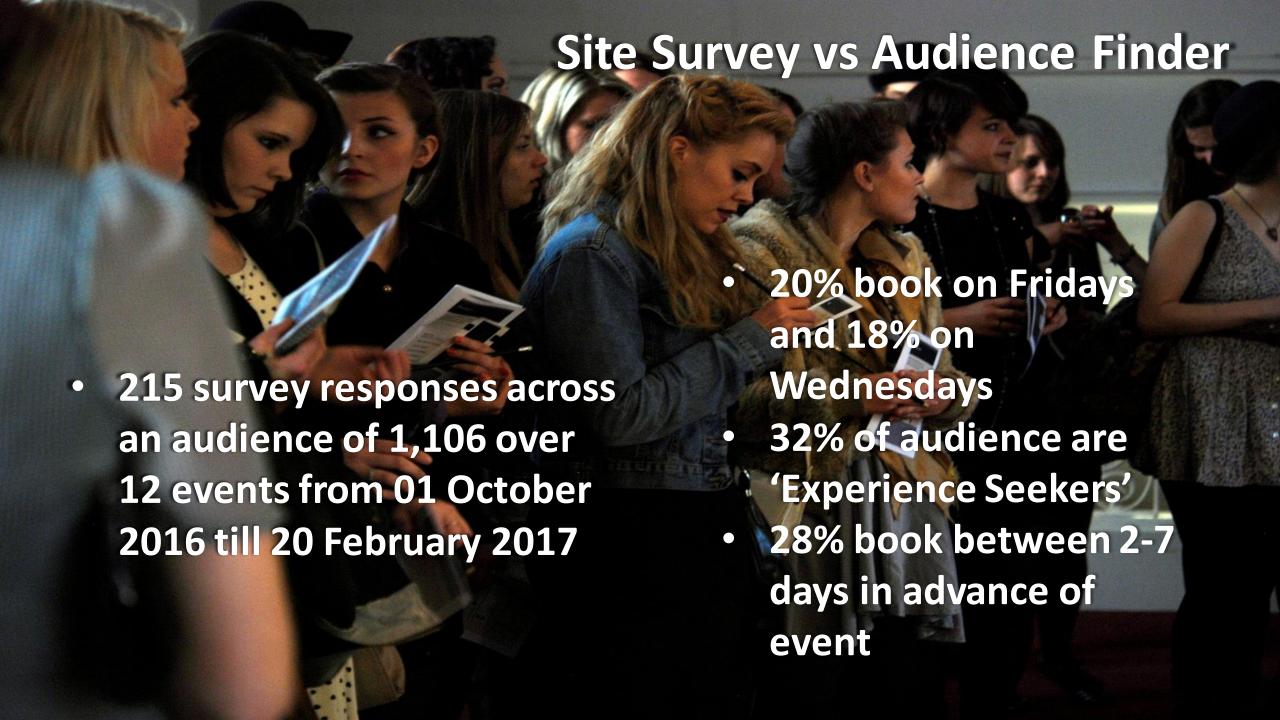
- Face to face training in lectures/seminars
- Live training during performances/events
- Virtual Learning Environment
- Individual/group tutorials

Areas of content covered during teaching:

- Event ticketing
- Marketing and Communications
- Data Protection & PCI DSS
 Compliance
- Audience data analysis and segmentation
- Financial management
- Health & Safety

Student Learning

 We are in the process of analysing the impact of piloting the system Measures include student rep feedback, module evaluation forms, NSS feedback and DHLE results



Detailed analysis of booker data by postcode







Johnson, J (2016) Success as a Knowledge Economy. Department of Business Skills & Innovation/HMSO Sheldon, M. (2009) Future Fit: Preparing Graduates for the World of Work London, Universities UK & CBI