Proposal for AEME Conference 2019 Theme: ‘Experience, Value creation, and Impact in Events Education and Research’

Adrian Bossey

Do graduating Events Management students perceive transformative benefits from experiential learning opportunities on a university’s public events programme?

This case study considers student perceptions on the transformative value and impact of experiential, or “hands on”, learning, which is becoming ‘an increasingly valued form of pedagogy in higher education’; according to Qualters (2010 and Kolb & Kolb 2005) who claimed experiential learning demonstrates ‘stronger student learning outcomes’; potentially indicating enhanced value for money. The developmental approach used by universities has been described by Austin & Rust (2015. 145) as being likely to be; ‘the difference between experiential education programs that enhance student learning and those that do not.’

The Academy of Music & Theatre Arts (‘AMATA’) at Falmouth University hosts student & public events which have been used as a learning vehicle for students on BA(Hons) Creative Events Management and BA(Hons) Music, Theatre & Entertainment Management over a period of 8 years. Students have benefitted from a range of opportunities to gain direct experiences, the results of which are ‘often concrete, easily identifiable and applicable’ (Perrin J, 2014. 1).

The presentation considers; a review of academic literature; a general discussion of the institutional approach to implementing and assessing the opportunities; and primary research in the form of online questionnaires exploring student perceptions, carried out with a sample group of fifty 2018 graduates.

A range of ethical principles were considered and limitations of this case study identified including the sample size.

Conclusions include the identification of elements of best practice.

References


Perrin, J (2014) Features of Engaging and Empowering Experiential Learning Programs for College Students Journal of University Teaching and Learning Practice University of Wollongong

Adrian Bossey is a Head of Subject at Falmouth University and a former artist manager whose clients included Carter the Unstoppable Sex Machine and Chumbawumba. He has both; managed the main stage headline act at Glastonbury Festival and written a chapter for The Routledge Handbook of Festivals (2018). Adrian was Executive Producer at AMATA; setting up the public programme and working with artists including Belarus Free Theatre, Cara Dillon, Shobana Jeyasingh Dance, Pussy Riot and Elton John. Adrian wrote and led delivery of courses including MA Creative Events Management and BA(Hons) Creative Events Management. Adrian blogs at http://www.tumblr.com/blog/futurefestivals and https://www.agreenerfestival.com/blog/

Adrian.Bossey@Falmouth.ac.uk