



**Festivals, Events
and Well-being**

RESEARCH & CONSULTANCY

Festivals, Events and Well-being Research

*A home for research into the social, psychosocial and physiological
benefits of contemporary festivals and events*

≡ MENU

#AEME2019 Programme



Paper Presentations – Duration – 20 mins & 10 mins for discussion

Breakout Workshops – Duration 30 mins

Day One: Wednesday 3rd July 2019

Time

Event

Registration

From: 9am –
onwards

Ground Floor, Film music and media (FMM) building, UH, College Lane Campus

Introduction and Welcome

Chairs Welcome: Allan Jepson, *Conference/ AEME Chair*

0915am –
09:35am

Boss's Welcome: Celeste Jones, *Head of the Tourism, Hospitality and Event Management Group, UH*

Room B01 Ground floor Theatre: Main Plenary Room

Keynote 1: Rebecca Finkel

Reader, Events Management: Queen Margaret University

09:45 – 11:00am

Bridging the research-teaching divide in Events: Critical perspectives on equality and diversity

Room B01 Ground floor Theatre: Main Plenary Room

11:00 – 11:15am

Quick Tea/ Coffee and a Pastry 🥰

Film, music and media building, UH, College Lane Campus

11.15am -12.00pm

Panel Discussion

Events Research and the REF: PRE and POST REF2021 Room B01
Ground floor Theatre: Main Plenary Room

Lunch

12:00pm–
13:00pm

Film, music and media building, UH, College Lane Campus

EVENTS**CRITICAL****EVENT****EDUCATION****EVENT STUDIES****PROFESSIONALISATION****Breakout sessions
1**

Chair: Tim Brown,
University of Chester

Chair: Diana
Clayton,
*Oxford
Brookes*

Chair: Clare Hearn,
*Falmouth
University*

1300pm –
13:30pm

Is there a demand / need
for accreditation for
events management
programmes.

‘Speedy’
World café –
Industry
skills:
Graduate
attributes V’s
Industry

Death and Event
Design Workshop

Room B05

Room B07

Room 2B05

Parallel Paper sessions 1.

Room B05: Creating Value in Event Education

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

Adrian Bossey, *Falmouth University*

- The Edge Hotel School: a model that solves the conflict between delivering theoretical knowledge and practical skills to students of events management.

Philip Berners and Dimitri Lera, *University of Essex*

- The value of problem-based learning in event studies; bringing the outside world to the classroom context

Amy Osmond, *University of Hertfordshire*

Room B07: Creating Value with the Event Industry

13:30pm
-15.00pm

- Benefits and impact of Learning-Outside-the-Classroom approach in UK Events Studies

Fotios Vasileiou, *GSM London*

- Events Management as a Community of Practice

Tim Brown, *University of Chester*

Room 2B05: Creating Value through Events Research

- Lost in Music: Event Experience Mapping at 21st Century UK House Music Events

Alex Grebenar, *The University of Central Lancashire (UCLan)*

- A reflection on the uncanny valley and the virtual world of e-sports.

Graham Berridge, *University of Surrey*

- We are one but we're not the same: festivals and events as social intervention for the well-being of Autistic children and their families

Allan Jepson and Raphaela Stadler, *University of Hertfordshire*

Quick Tea/ Coffee and a Cake ;)

15:00pm –
15:15pm

Film, music and media building, UH, College Lane Campus

Keynote 2: Beverley Griffiths

Crowded spaces, Emergency planning, and Resilience

Resilience Capability Lead

Cabinet Office Emergency Planning College

15:15pm –
16:00pm

Room B01 Ground floor Theatre: Main Plenary Room

Parallel Paper sessions 2.

Room B05: Creating Value in Event Education

- Death & Experience Design: a case study of transdisciplinary teaching & learning

Clare Hearn, *Falmouth University* – Via SKYPE

- Creating Visitor Experiences: the story of students experiencing creative professional practice inside an events management module.

Harriet Purkis, Clare Carruthers and Nikki McQuillan, *Ulster University*

- Creating value through mentorship: Enhanced learning experiences for future tourism, hospitality and events professionals through University peer mentoring

Diana Clayton, *Oxford Brookes University*

16:00pm –
17:30pm

Room B07: Creating Value with the Event Industry

- Learning about Third Sector event management: Highlights from the heroes journeys

Pamela Zigomo, *University of Greenwich*

Room 2B05: Creating Value through Events Research

- Reaching Across the Divide: the Role of Cultural Events in Peacebuilding

Adrian Devine, Frances Devine, *Ulster University*; and Bernadette Quinn, *Dublin Institute of Technology*

- Understanding the potential of collective memory(ies) in local

Allan Jepson and Raphaela Stadler, *University of Hertfordshire*

- Effects of event advertising on event attitude: The moderating role of fandom and mindset

Christina Papadopoulou, *Leeds Beckett University*

18:30pm –
23:00pm

Drinks reception and Gala Dinner at Hatfield House

MEET AT 18:15pm

Meet at Reception, College Lane Campus 18:15pm

Drinks in the knotted Garden, followed by a 3-course dinner in the Old Palace.



Day Two: Thursday 4th July 2019

Time

Registration

09am–10:00am

Film, music and media building, UH, College Lane Campus

AEME AGM & Discussion

09:00– 10:00

AEME 2020 Handover to the *University of Brighton*

Room B01 Ground floor Theatre: Main Plenary Room

10:00am –10:45am

Keynote 3: Andrew Smith

Reader in Tourism and Events, University of

*Westminster***Eventification: Events and commodification of public space.**

Room B01 Ground floor Theatre: Main Plenary Room

Quick Refreshment Break

10:45am – 11am

Film, music and media building, UH, College Lane Campus

Industry Challenges

Chair: Beverley Griffiths, EPC

Breakout session 2

11am–11:30am

Future challenges to keeping events safe?

Room B07

Parallel Paper sessions 3.

Room B05 – Creating Value in Event Education

- *Value co-creation in Event degrees – lessons from Design*

Chiara Orefice, University of Westminster

- What is value? What is satisfaction? And what is 'transformational'? A perspective on the challenge of the student-as-consumer

Richard Voase, University of Lincoln

11:30–12.30pm

Room 2B05: Creating Value through Events Research

- From Headliners to Hangovers: Digital Communication in the British Rock Music Festival Experience

Alyssa E Brown, *University of Sunderland*; Keith Donne, *University of Gloucestershire*; Paul Fallon, Richard Sharpley, *University of Central Lancashire*

- Are festivals the domain of the 'privileged'? And does it matter?

Karen Davies, *Cardiff Metropolitan University*, Mary Beth Gouthro, *Bournemouth University*

Lunch

UH Main Reception Area, College Lane Campus

12:30pm – 13:30pm

1pm – Guided Sculpture walk around Campus (meet at main reception)

Parallel Paper sessions 4.

Room B05 – Creating Value in Event Education

- The Value and Challenges in the Assessment of Live Projects

Neil Barker and Kevin Chambers, *Solent University*

13:30pm – 14:30pm

Room 2B05: Creating Value through Events Research

- Exploring the economic impacts of the Volvo Ocean Race Cardiff Stopover 2018

Dewi Jaimangal-Jones, Claire Haven-Tang, Nick Clifton and Surraya Rowe, *Cardiff Metropolitan University*

- Mega events and the longer-term effects of marginalisation in society: The South African context

Rutendo Musikavanhu, *Coventry University*

Conference Wrap-up and depart

14.30pm – 15:00pm

Safe and Happy Travels to all AEME delegates

Room B01 Ground floor Theatre: Main Plenary Room

*All timings and presentations are subject to change

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