

# AEME 20<sup>th</sup> Anniversary Event Educators Forum 2024 Programme - Sheffield Hallam University – Day 1

## Wednesday 3<sup>rd</sup> July

From <b>08:30</b>	<p style="text-align: center;"><b>Registration and coffee</b> Charles Street Building Reception</p>	
09:00	<p style="text-align: center;"><b>Welcome</b> <b>AEME Chair, Adrian Bossey, AEME Forum Organising Committee</b> <b>State of the Industry and Sector</b> Glenn Bowdin (Leeds Beckett University), Dr Tim Brown (University of Chester) Dorothy Fleming Theatre (Charles Street Building – Ground floor)</p>	
09:45	<p style="text-align: center;"><b>Keynote Talk</b> <b>Martin Green, C.B.E.</b> Dorothy Fleming Theatre</p>	
<b>10:45</b>	<p style="text-align: center;"><b>Refreshment break</b> Ground floor</p>	
11:00	<p style="text-align: center;"><b>The Power of Events</b> Rick Stainton &amp; Sophie Beasor Dorothy Fleming Theatre</p>	
11:30	<p style="text-align: center;"><b>Institute of Events Management (IEM)</b> Professor Tim Nichol (Liverpool John Moore University) &amp; Susan Spibey (Executive Board Chair and Founder, Institute for Events Management)</p>	
12:00	<b>Workshop 1: Room 12.4.12</b>	<b>Workshop 2: Room 12.3.10</b>
	<p style="text-align: center;"><b>Shaping the future of inclusive, innovative, authentic assessments in Events Management education.</b> Joanna Goodey (University of Greenwich), Claire Leer (University of Northampton) &amp; Dr Libby Carter (Birmingham City University)</p>	<p style="text-align: center;"><b>One Plan:</b> <b>Delivering real-world application with technology for event students - 7 steps to inspire success</b> Mark Norman (Sheffield Hallam University)</p>
<b>13:00</b>	<p style="text-align: center;"><b>Lunch</b> Charles Street Building, Ground floor cafe</p>	
13:45	<p style="text-align: center;"><b>Keynote Talk</b> <b>Professor Jane Ali-Knight</b> (Edinburgh Napier University) Dorothy Fleming Theatre</p>	
14:30	<p style="text-align: center;"><b>The Value of Events Management Education: Alumni Perspectives</b> <b>Jane Tattersall</b> (Sheffield Hallam University) <b>Guests:</b> Frankie Astle (People &amp; Co), Kirsty White (Cavendish Cancer Care), Lee Hird (Zentive Agency), Lydia Galbraith (Quadrant Events), Sam Hodkin (Motorpoint Arena) Dorothy Fleming Theatre</p>	

<b>15:15</b>	<b>Refreshment break</b> 4 <sup>th</sup> floor			
	<b>Track 1</b> <b>Events Education</b> <b>Room 12.4.17</b>	<b>Track 2</b> <b>EDI + Sustainability</b> <b>Room 12.4.18</b>	<b>Track 3</b> <b>Events Education</b> <b>Room 12.4.19</b>	<b>Track 4</b> <b>Industry Insights</b> <b>Room 12.5.08</b>
15:30	Working Together to Achieve Common Goals: the role of University Industry Collaboration in the professionalisation of the event industry. <b>Dr Jenny Flinn</b> (University of the West of Scotland)	Audience perceptions of Deaf Rave DJ performances augmented with haptic vests at two UK music festivals. <b>Dr Adrian Bossey</b> (Falmouth University) <b>* AEME SIG Research Project *</b>	Trust – The building blocks of learning and empowerment in Events Management higher education. <b>Prof Susana Filipa Gonçalves &amp; Teresa Bento dos Santos</b> (Estoril Higher Institute for Tourism and Hotel Studies, Portugal)	Women’s perceptions of the route into events entrepreneurship – the negativity lens, gender regimes and hidden opportunity entrepreneurs. <b>Dr Natalie Haynes &amp; Dr Emma Abson</b> (Sheffield Hallam University)
16:00	Decolonising the events curriculum - Exploratory actions. <b>Joanna Goodey</b> (University of Greenwich)	Exploring the perceptions of gender and career development for women in events. <b>Charlotte Rowley, Caroline Westwood &amp; Dr Emma Abson</b> (Sheffield Hallam University) <b>* AEME SIG Research Project *</b>	More than just a guest lecture: Industry partnerships and graduate employment success. <b>Jonathan Sibley</b> (Manchester Metropolitan University)	Atelier Connect Events: Embracing seamless work integrated learning. <b>Lesley Fair</b> (Manchester Metropolitan University)
<b>16:30</b>	<b>Comfort break</b>			
16:40	20 Years, 20 Events, 20 Reflections: an autoethnography on the value of events education. <b>Dr Alex Grebenar</b> (University of Central Lancashire)	Sustainability value segmentation at music festivals. <b>Briony Whitaker</b> (University of the West of England) <b>* AEME SIG Research Project *</b>	It's your industry, their future: Embracing event apprenticeships. <b>Candice Kass</b> (Event Apprenticeships)	A longitudinal study of the relationships between trade show stakeholders to evaluate performance. <b>Yann Tournesac</b> (Leeds Beckett University)
17:10	An experiential learning approach: Events Week Live. <b>Dr Libby Carter</b> (Birmingham City University)	Analysing the accessibility and inclusion provisions at live music events held in sports stadia and their role in events education. <b>Dr Leon Davis</b> (Teesside University)	The ‘experience economy’ and the audience experience. <b>Richard Voase</b> (University of Lincoln)	Events, crises, and elegant solutions. <b>Claire Drakeley</b> (University of Northampton)
17:40	<b>AEME Special Interest Groups (SIGs) and Exhibitions: Goodfellows Publishing, Institute of Events Management, One Plan, The Power of Events</b> Charles Street Reception and Café			
<b>19:30</b>	<b>Drinks Reception and Celebratory Dinner</b>			

# AEME 20<sup>th</sup> Anniversary Event Educators Forum 2024 Programme - Sheffield Hallam University – Day 2

Thursday 4<sup>th</sup> July

From <b>08:30</b>	<b>Registration and coffee</b> - Charles Street Building Reception			
09:00	<b>Association for Events Management Education AGM</b> Dorothy Fleming theatre			
09:45	<p style="text-align: center;"><b>Keynote</b>  <b>The story of a greener future from undergraduate dissertation to global pioneers in event sustainability</b>  <b>Dr Teresa Moore (Director, A Greener Future)</b>  Dorothy Fleming Theatre</p>			
	<b>Track 1</b> <b>Events Education</b> <b>Room 12.4.17</b>	<b>Track 2</b> <b>EDI + Sustainability</b> <b>Room 12.4.18</b>	<b>Track 3</b> <b>Industry Insights</b> <b>Room 12.4.19</b>	<b>Track 4</b> <b>Industry Insights</b> <b>Room 12.5.14</b>
10:30	<p>A flipped classroom experience: Exploring theoretical potentials – Identifying practical barriers, risks, and chances. <b>Professor Gernot Gehrke</b> (Hanover University of Applied Sciences and Arts)</p>	<p>The state of play on sustainability in events education - current practice and opportunities. <b>Dr Mary Beth Gouthro</b> (Bournemouth University) &amp; <b>Dr Libby Carter</b> (Birmingham City University)</p>	<p>The experiences of UK outdoor events attendees with special dietary requirements. <b>Clare Mackay</b> (University of the West of England) &amp; <b>Dr Ed Little</b> (University of the West of England) <b>* AEME SIG Research Project *</b></p>	<p>Community festivals and their role in fostering the regeneration of regional coastal high streets. <b>Dr Mandy Curtis &amp; Dr Adam Jones</b> (University of Brighton)</p>
11:00	<p>From exposure lectures to Event Management Learning Model – the case study of ESHTe, Portugal. <b>Prof Susana Filipa Gonçalves</b> (Estoril Higher Institute for Tourism and Hotel Studies, Portugal)</p>	<p>Social media, mental health, and equestrian events. <b>Dr Allan Jepson</b> (Edinburgh Napier University)</p>	<p>Lighten up, while you still can. It was tough, but that’s how we ride: The real experiences of surviving in the events industry. <b>Dr Ged Ryan</b> (University of Huddersfield)</p>	<p>VEEM: VIP Event Experience Model. <b>Abigail Beddows</b> (Nottingham Trent University)</p>
<b>11:30</b>	<b>Refreshment break</b> 4th floor			
11:45	<p>Delivering on-line education to events industry practitioners – a case study. <b>Dr Adrian Bossey</b> (Falmouth University) &amp; <b>Dr Teresa Moore</b> (Director, A Greener Future)</p>	<p>Whiteness as credential: Exploring the lived experiences of ethnically diverse UK event professionals through the theory of racialised organisations. <b>Professor Thomas Fletcher</b> (Leeds Beckett University) <b>* AEME SIG Research Project *</b></p>	<p>A critical view on the impact of neoliberalism on the creative events industry inc. music events, fashion events, arts events, beauty events and entertainment. <b>Fotios Vasileiou</b> (University of Sunderland in London)</p>	<p>Delivering impactful workshops for students. <b>Dr Katrin Stefansdottir</b> (Sheffield Hallam University)</p>

	<b>Workshop 1 :: Room 12.4.12</b>		<b>Workshop 2 :: Room 12.5.08</b>	
12:15	<p><b>Meet the editors</b></p> <p>Dr Mike Duignan (University of Paris I: Panthéon-Sorbonne, Editor-in Chief Event Management Journal)</p> <p>Professor Thomas Fletcher (Leeds Beckett University, Associate Editor Event Management Journal, Sport in Society Journal)</p> <p>Dr Louise Platt (Manchester Metropolitan University, Co Editor International Journal of Event and Festival Management)</p>		<p>Building student resilience through Events Management education</p> <p>Dr Ian Whiteside &amp; Jay Idris (Sheffield Hallam University)</p>	
13:15	<p><b>Lunch</b> Ground floor</p>			
	<b>Workshop 1 :: Room 12.4.12</b>		<b>Workshop 2 :: Room 12.5.08</b>	
14:00	<p>BESkilled Future Model. Wilco Camp (NHL Stenden University / European Tourism Future Institute)</p>		<p>Beyond event management: Designing the curriculum of the 21st century. Chiara Orefice (University of Westminster)</p>	
15:00	<p><b>Refreshment break</b> 4<sup>th</sup> floor</p>			
	<b>Track 1 Events Education Room 12.4.17</b>	<b>Track 2 EDI + Sustainability Room 12.4.18</b>		<b>Workshop 1 Room 12.4.12</b>
15:15	<p>Experiential learning as a tool to enhance Events Management students' understanding of crisis management. Dr Ann Cameron (Birmingham City University)</p>	<p>Music festival employees' ableism as experienced by disabled participants. Maarit Kinnunen &amp; Antti Honkanen (University of Lapland)</p>		<p>International student recruitment: The benefits of experiential learning whilst considering an inclusive environment. Marie Haverly (University of Winchester)</p>
15:45	<p>'The Politics of Events'; the importance of producing Event Management graduates that are politically savvy and engaged. Matt Bundy (University of Winchester)</p>	<p>Analysing the accessibility and inclusion provisions at live music events held in sports stadia and their role in events education. Dr Leon Davis (Teesside University) &amp; Dr Alyssa Eve Brown (University of Sunderland)</p>		
	<b>Final session – Room 12.4.12</b>			
16:15	<p>Teaching Events in the Metaverse: A balancing act of benefits and challenges. Dr Tim Brown (University of Chester)</p>			
16:45	<b>Closing Remarks</b>			