



BA (Hons) Events Management

Dr. Paola Vizcaino











Department of Sport & Events Management

Ten reasons to study Events Management at Bournemouth University

1. National and International Reputation



1. National and International Reputation

1		EHL - Ecole hôtelière de Lausanne	More	Switzerland	<input type="checkbox"/>	
		University of Nevada - Las Vegas	More	United States	<input type="checkbox"/>	
		Glion Institute of Higher Education	More	Switzerland	<input type="checkbox"/>	
		Les Roches Global Hospitality Education	More	Switzerland	<input type="checkbox"/>	
5		Swiss Hotel Management School	More	Switzerland	<input type="checkbox"/>	
6		Hotel School The Hague	More	Netherlands	<input type="checkbox"/>	
7		The Hong Kong Polytechnic University	More	Hong Kong SAR	<input type="checkbox"/>	
8		University of Surrey	More	United Kingdom	<input type="checkbox"/>	5★ RATING
9		Oxford Brookes University	More	United Kingdom	<input type="checkbox"/>	
10		Bournemouth University	More	United Kingdom	<input type="checkbox"/>	5★ RATING

Please see www.bournemouth.ac.uk/courses for the latest information about this course.

1. National and International Reputation

2021 ∨	Institution ∨	Career after 15 months ^
1	(+ De Montfort)	78
2	(+ Lincoln)	75
3	(+ Central Lancashire)	71
4	(+ Glasgow Caledonian)	69
5	(+ Coventry) (+ Bournemouth)	69
6	(+ Falmouth)	69
6	(+ Edinburgh Napier)	69
8	(+ Ulster)	69
8	(+ Greenwich)	64
10	(+ Bournemouth)	63

1. National and International Reputation

The Complete University Guide 2021

1	Ulster University	100%
▲ 3	VIEW COURSES →	
2	University of Surrey	100%
▲ 1	VIEW COURSES →	
3	Liverpool John Moores University	99%
▲ 2	VIEW COURSES →	
4	Arts University Bournemouth	99%
▲ 27	VIEW COURSES →	
5	University of Birmingham	98%
▼ 3	VIEW COURSES →	
10	Bournemouth University	97%
▲ 1	VIEW COURSES →	

2. An experienced team



2. An experienced team

Customer-to-customer co-creation practices in tourism: Lessons from Customer-Dominant logic *Tourism Management*
Ivana Rihova^{a,*,1}, Dimitrios Buhalis^b, Mary Beth Gouthro^c, Miguel Moital^d
^a John Kent Institute in Tourism, Bournemouth University, Dorset House, Talbot Campus, Fern Barrow, Poole, Dorset, BH12 5BB, United Kingdom

SOCIAL IDENTITY IN SERIOUS SPORT EVENT SPACE
Event Management
INSUN SUNNY LEE,* GRAHAM BROWN,* KATHERINE KING,* AND RICHARD SHIPWAY†

A COMPARISON OF EVENT IMPACTS: ZIMBABWE AND THE UK
Event Management
DEBORAH SADD AND RUTENDO MUSIKAVANHU

Price competitiveness and government incentives for simulating the meetings industry
A critical look at the case of Macau
Leonardo (Don) A.N. Dioko
Tourism College, Institute for Tourism Studies, Macau, and
Julie Whitfield
School of Tourism, Bournemouth University, Bournemouth, UK
International Journal of Event and Festival Management
Abstract

2. An Experienced Team

Constraints to attend events across specialization levels

Rhiannon Santos-Lewis and Miguel Moital
School of Tourism, Bournemouth University, Poole, UK
International Journal of Event and Festival Management

Sport Management Review

Summary of cognitive, affective and behavioural outcomes of consuming prestigious sports events

Miguel Moital*, Amy Bain, Harriet Thomas
Bournemouth University, UK

Peer influence strategies in collectively consumed products (events and festivals): an exploratory study among university students

Kirsten Scully and Miguel Moital
Young Consumers

EVENTS AS STRATEGIC MARKETING TOOLS IN SHOPPING CENTERS

LAURA CHAPMAN AND DEBBIE SADD

School of Tourism, Bournemouth University, Bournemouth, UK

Event Management

USING SCENARIOS TO INVESTIGATE STAKEHOLDERS' VIEWS ON THE FUTURE OF A SPORTING EVENT

MIGUEL MOITAL, CAROLINE JACKSON, AND JENNA LE COUILLARD

School of Tourism, Bournemouth University, Poole, UK

Event Management

Kayleigh Jones, Miguel Moital*

Techniques employed to create event prestige value for corporate VIPs: the V.I.P. Framework

European Journal of Tourism, Hospitality and Recreation

<https://doi.org/10.1515/ejthr-2017-0010>

received May 22, 2017; accepted October 20, 2017

Abstract: This research by event managers to create a corporate events

An exploration of the techniques, outputs and outcomes of circulation management at exhibitions

Sabine Elisabeth Töppig and Miguel Moital
Department of Sport and Events Management, Bournemouth University, Poole, UK

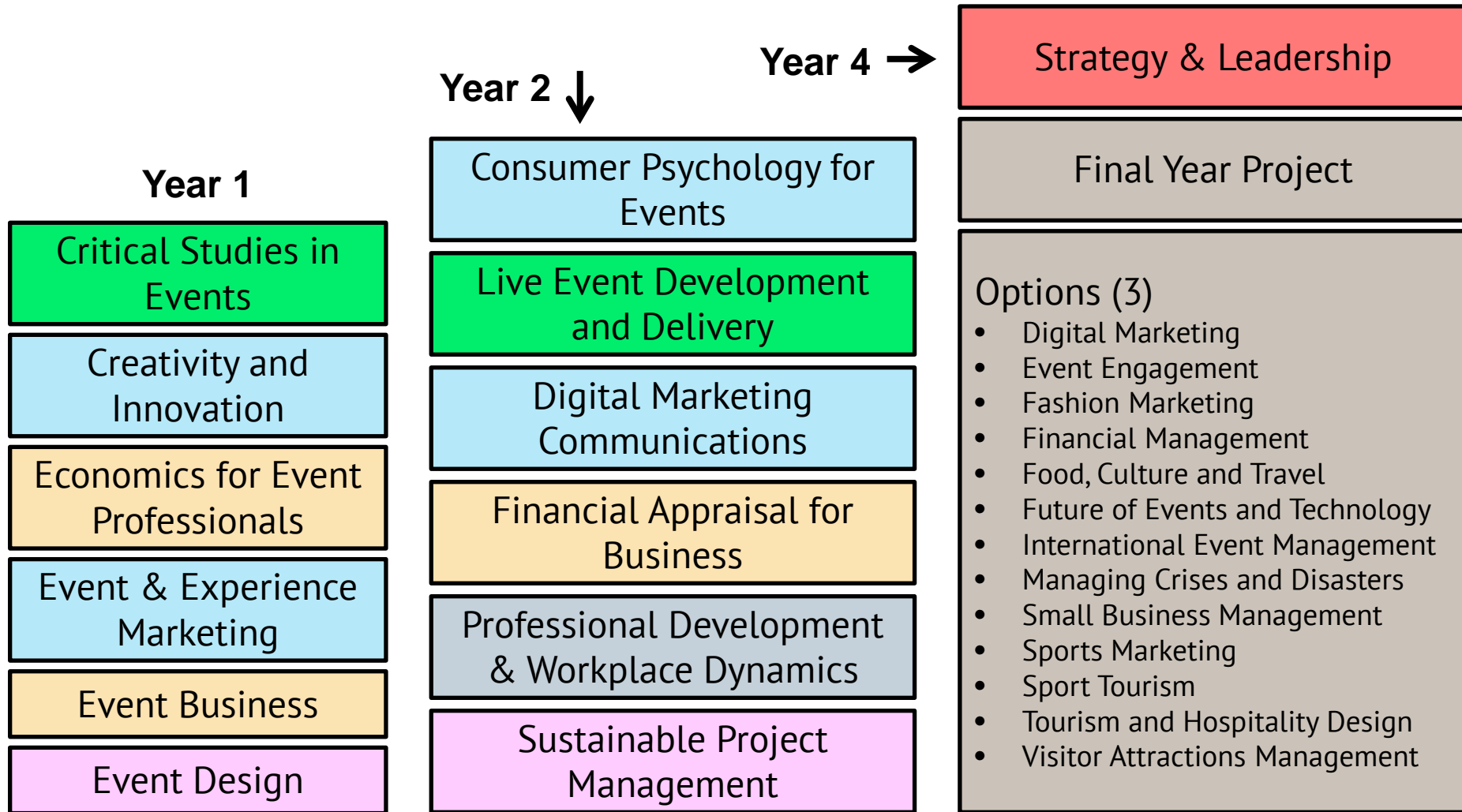
THE ROLE OF MOBILE APPLICATIONS IN THE CONSUMER EXPERIENCE AT MUSIC FESTIVALS

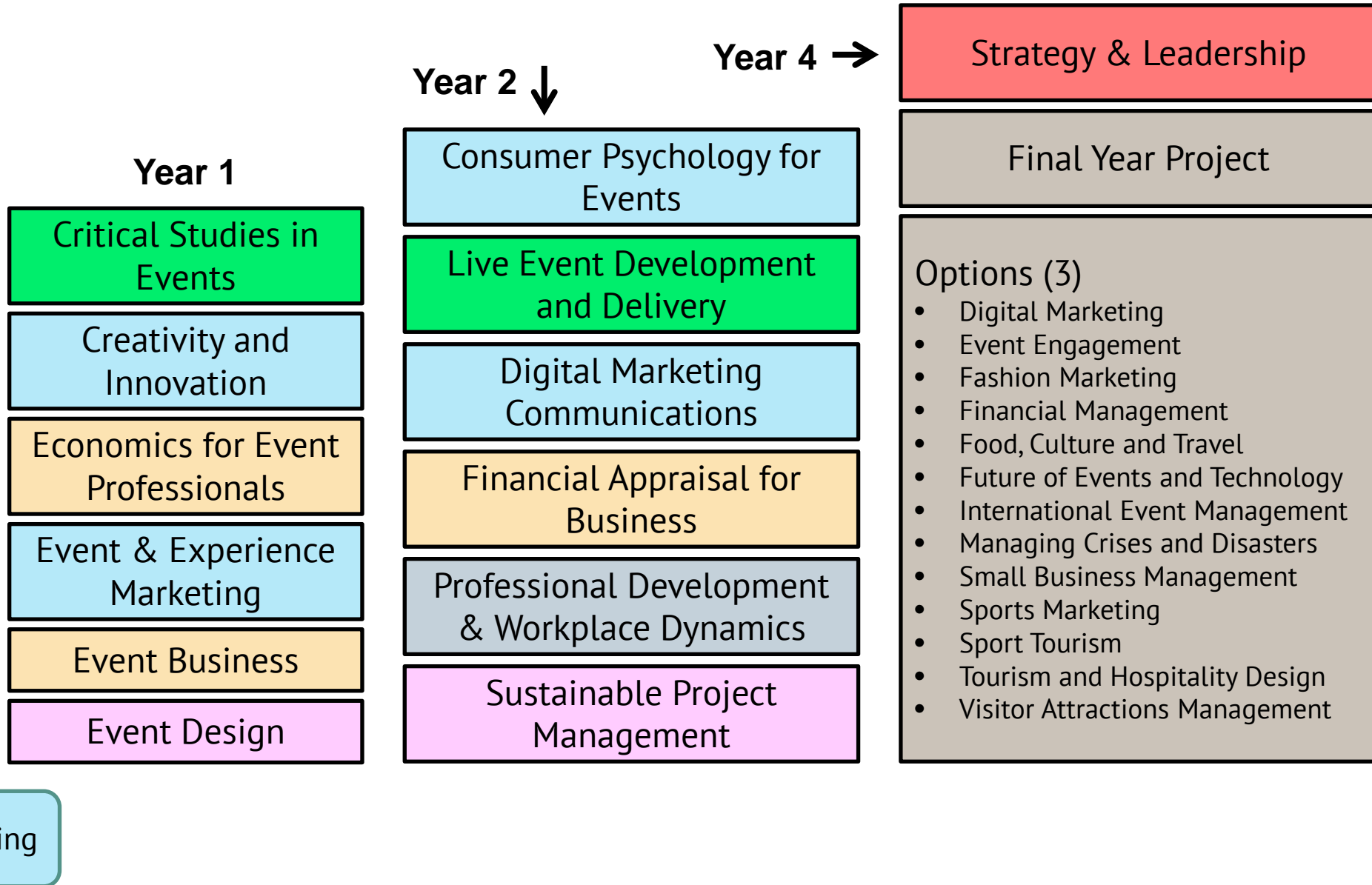
Event Management

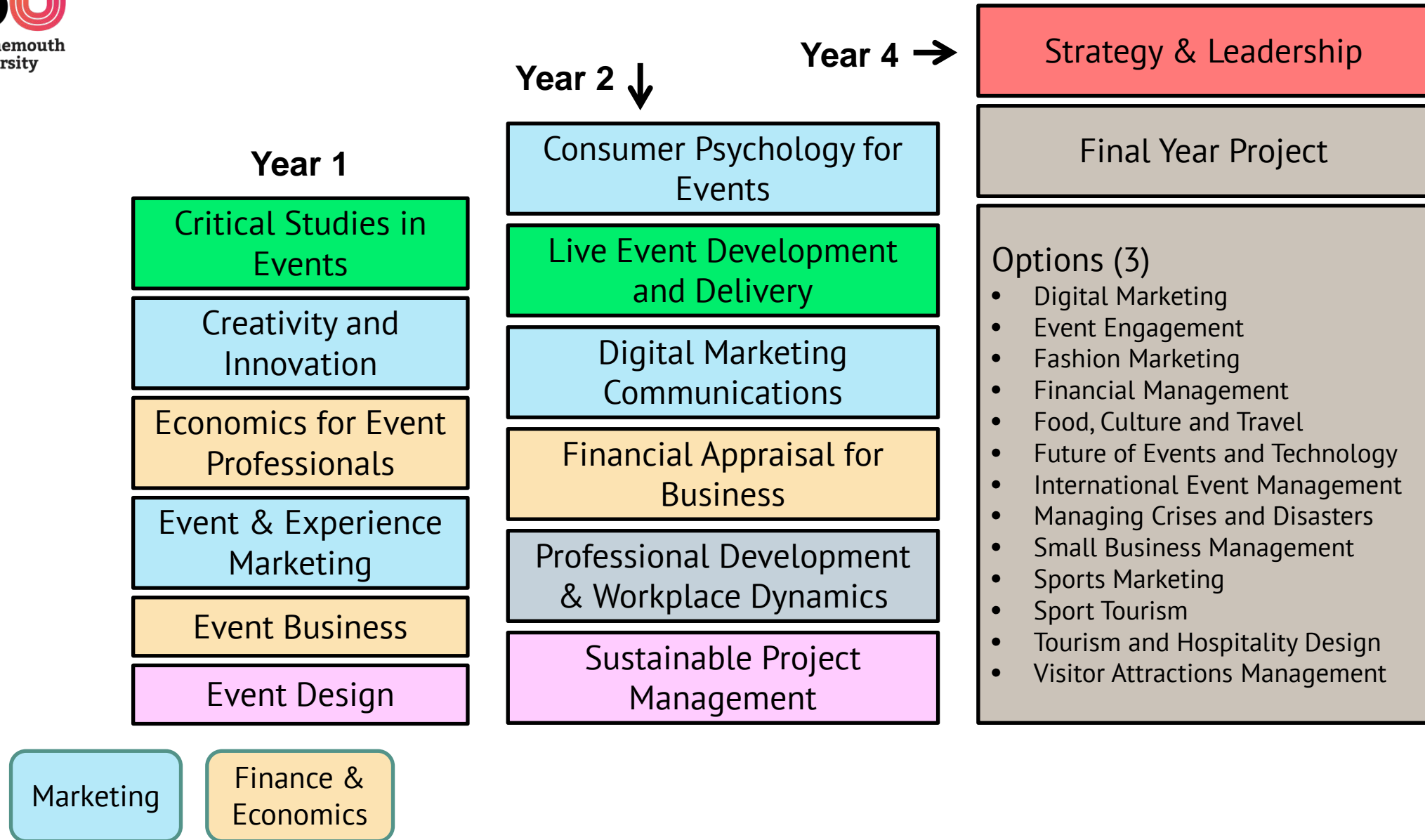
AMY LUXFORD AND JANET E. DICKINSON

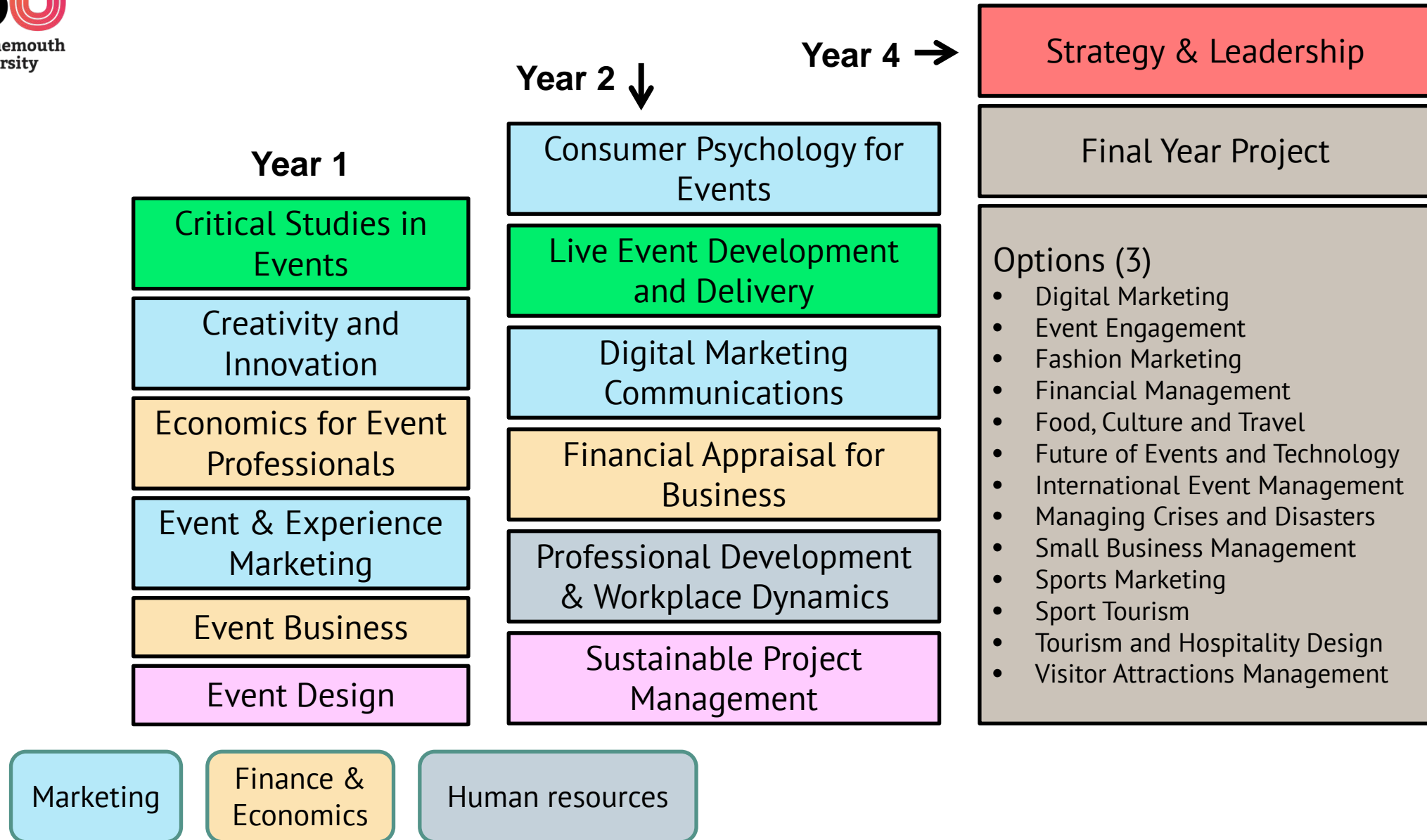
School of Tourism, Bournemouth University, Poole, UK

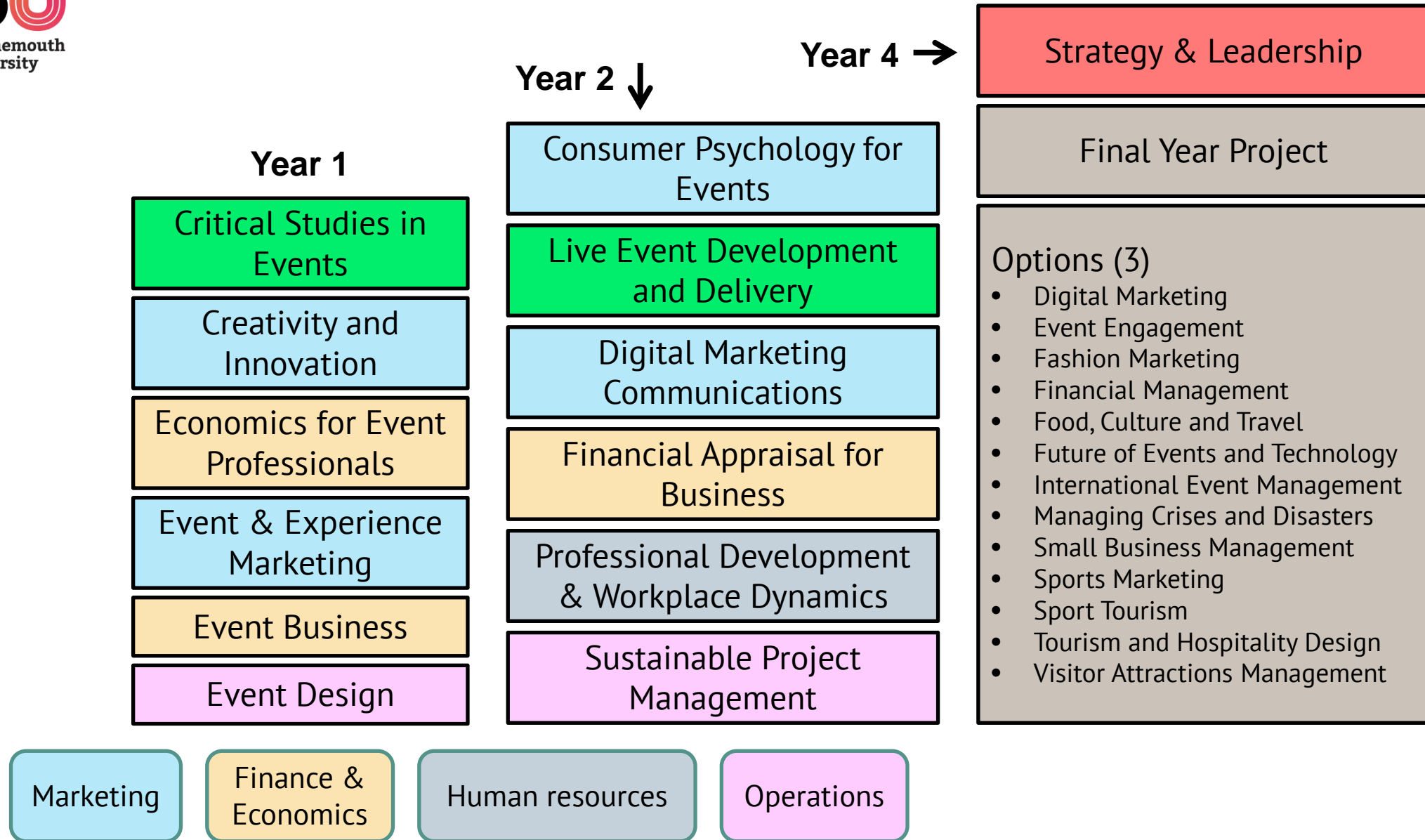
The ubiquitous capability of smartphones and their rapid uptake among music festival attendees indicates the potential for mobile applications as a tool within this environment. As a result, many organizers are choosing to develop festival-specific apps designed to enhance the user experience.

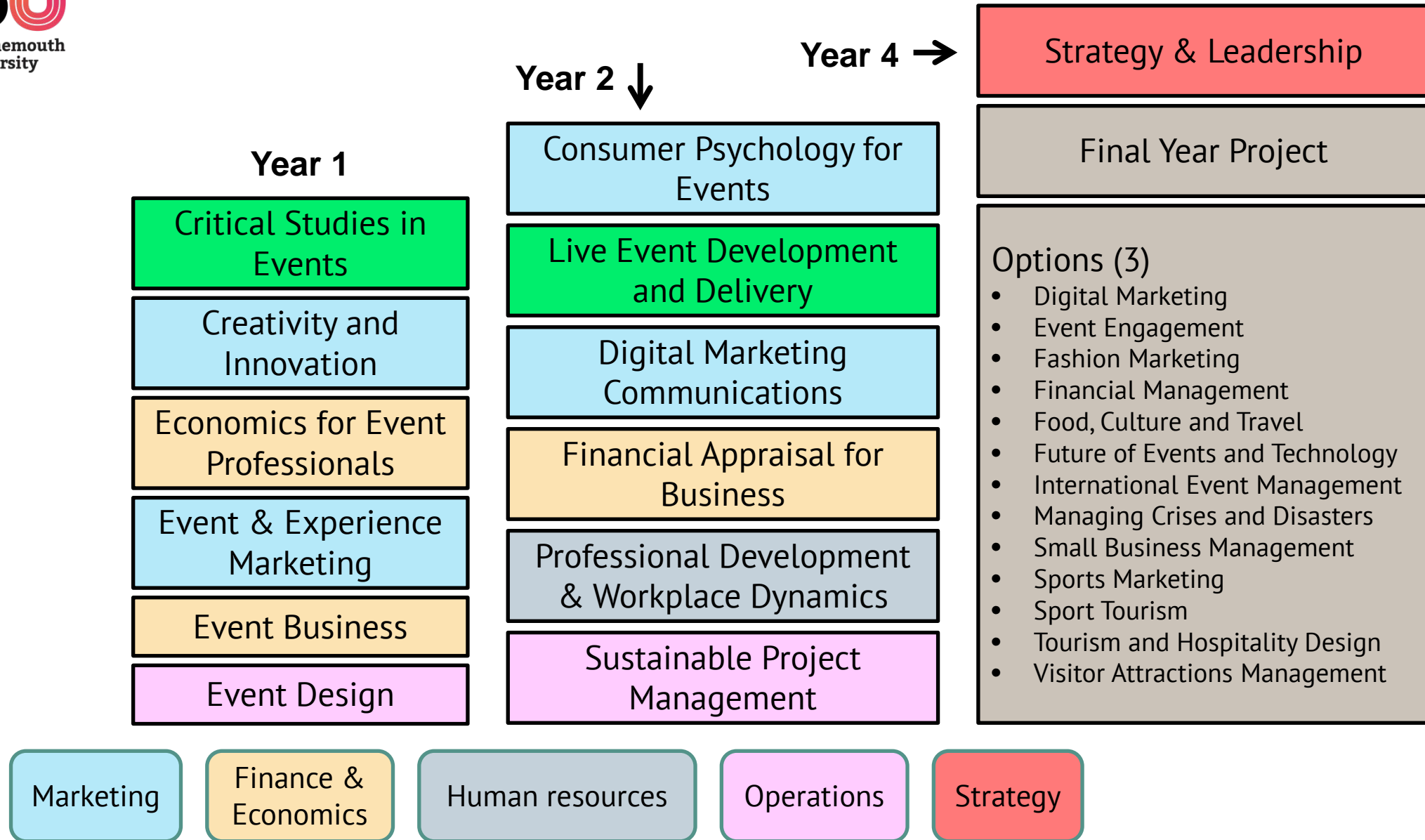


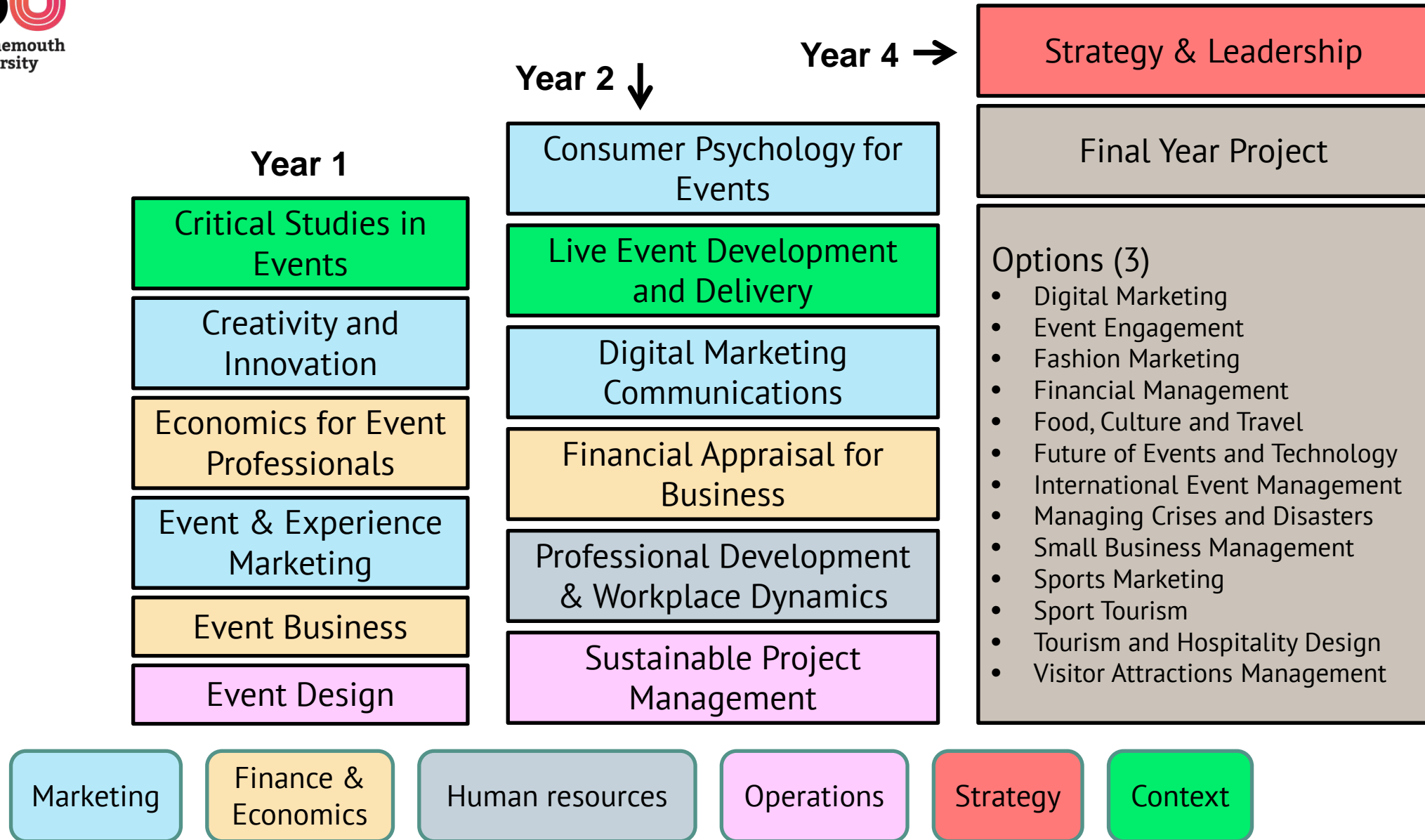


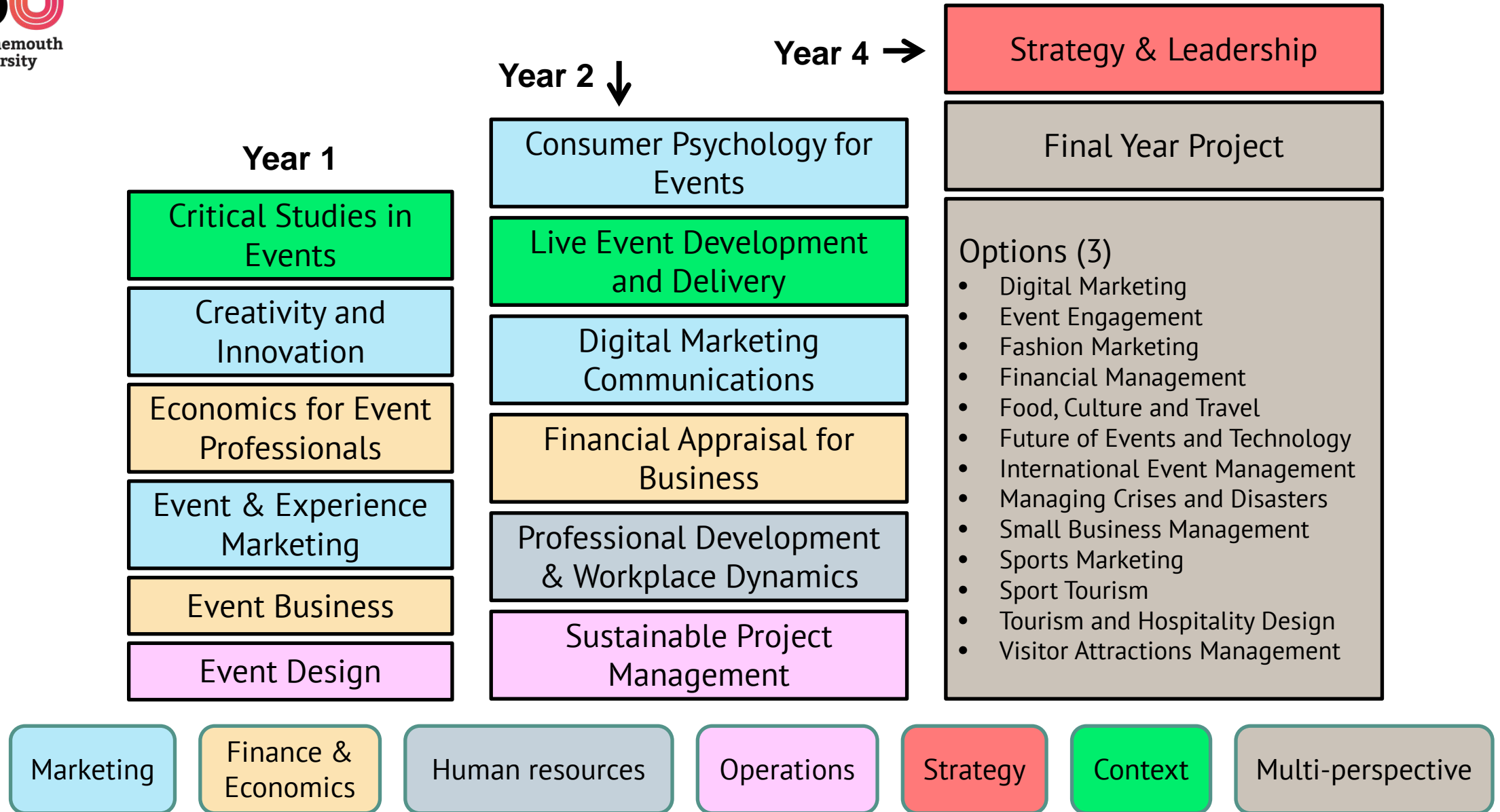












Course structure - General progression of the course

Year 1 – ‘Grounding’ and understanding **‘your operating context’**. Generating creative and critical thinking.

Year 2 – ‘Industry readiness’. Applying theory to practice, working in teams.

- **Year 3 – ‘Your year’**. Personal professional development.

- **Year 4 – ‘Your degree’**. Your choices. Your project

4. Mix of Theory and Practice

Placement

“My placement gave me a lot of valuable, real life experience.

Without my placement experience, I would have found it much harder to know what I wanted to pursue in future and it gave me a lot of help in obtaining a job afterwards.”
(Emily)

4. Mix of Theory and Practice

Creativity & Innovation Pitches



“This is definitely my favourite unit so far. I’ve learnt so much about event planning and innovation. I’ve especially learnt how much a big idea can blind you, and that sometimes practicality and logistics can get in the way!”
(Lauren)

4. Mix of Theory and Practice – Fusion Festival

Wednesday 2 May continued

Take a Break! At BU: In partnership with Dorset mind, we are A Lush Mind and we are hosting a 'Cube' gameshow inspired event where you will have the chance to participate in some stress relieving games.
<https://www.facebook.com/events/173689243276121/>

ABra Cadabra: Come join us for a fun filled fashion show all about breast cancer awareness!
www.instagram.com/abracadabra_bu

Thursday 3 May

The Carnival of Refreshment: An immersive experience to take your mind of the everyday grind of university and work. Participate in games, and get your photo to commemorate the occasion. This experience is also supporting a good cause, working closely with the Dorset mind charity, where every donation helps.

Defence after Dark: Heels on, cash out and makeup done, but do you really have everything you need for a night out? Collect knowledge and prizes at this one-off event, including a 45-minute self-defence session.
www.facebook.com/defenceafterdark

Art Attack Regression Session: An immersive art therapy event that will give you the opportunity to relieve any stress or anger you may have during the exam season.
www.facebook.com/events/557073164649114/?ti=icl

How Cruelty Free are you?: How much do you know about cruelty free? From petting dogs to making Lush bath bombs, come along to our charity event with fun filled activities and prizes. Who knew educating could be fun!

Friday 4 May

Mind Over Matter: Help us to raise awareness of mental health and spread the word! Join the conversation and relieve any stress and anxiety during our event.
www.facebook.com/MindOverMatter2018

Be You At BU: From a photo shoot with friends, to Q&A's with popular body confidence models from Milk Management, we've got loads of activities to leave you feeling your most confident! Come and join us at our event all about body confidence: Be You At BU!
www.facebook.com/BeYouAtBU

May the 4th B with U: Calling all Star Warriors! Come celebrate Star Wars day with us on Talbot Campus with an interactive quiz and other team-work activities.
www.facebook.com/events/2507667676125898



Department of
Events & Leisure

SportBU



Around the world in an event

Fusion – Festival –

30 April - 4 May

19 events
over five days



#bufusionfestival

www.bournemouth.ac.uk/fusion-festival

4. Mix of Theory and Practice



Please see www.bournemouth.ac.uk/courses for the latest information about this course.

4. Mix of Theory and Practice – Virtual Fusion Festival



Event Contents:

1:00PM-1:30PM - Mindfulness with Will George

1:30PM-2:00PM - Nutrition with Tamara Jones

Please see www.bournemouth.ac.uk/courses for the latest information about this course.

4. Mix of Theory and Practice –

Yesterday evening alongside a group of 7 others, we held a virtual event “Rewind The Time” working in partnership with [Mandy Polkey](#) in producing an event to promote Southbourne Shake N Stir Festival. This completing half of the unit ‘Live Event Delivery’ during the Fusion Festival at [Bournemouth University](#).

For the duration of the process I fulfilled the role of Operation and Logistics manager, through the project, I liaised with an external business local to the Bournemouth area, ensured the event programme was created to distribute to attendees, kept track of meetings and ensured the partnership link was kept informed of decisions and updates.

With current restrictions around events and government guidelines this event followed similar trends in the virtual platform format of Zoom. Working virtually allowed new skills to be developed and experience to be gained, now moving forward into the evaluation stage I am able to recognise details which could have been improved alongside the positive areas.

It has been a valuable and pleasurable experience one which I can build on and take gained knowledge as I progress within my career.

[#virtualevent](#) [#events](#) [#eventmanagement](#) [#student](#) [#experience](#) [#dorset](#)
[#eventprofs](#) [#eventplanning](#) [#project](#)

Emma

I have officially finished all 2nd year work as an Events Management student at BU! 🎉

This week I completed my 2nd year project of running a virtual event. This event was a huge success & I learnt some key skills from it.

My team and I ran a virtual escape room via Zoom. We Utilised QR codes & Powerpoint to run the main aspects of the event. This was a great hit & the attendees loved it!

Although this was a huge challenge , I would love to organise some more virtual events in the future.

Next up placement ! 🎉

Courtney

4. Mix of Theory and Practice – Virtual Fusion Festival



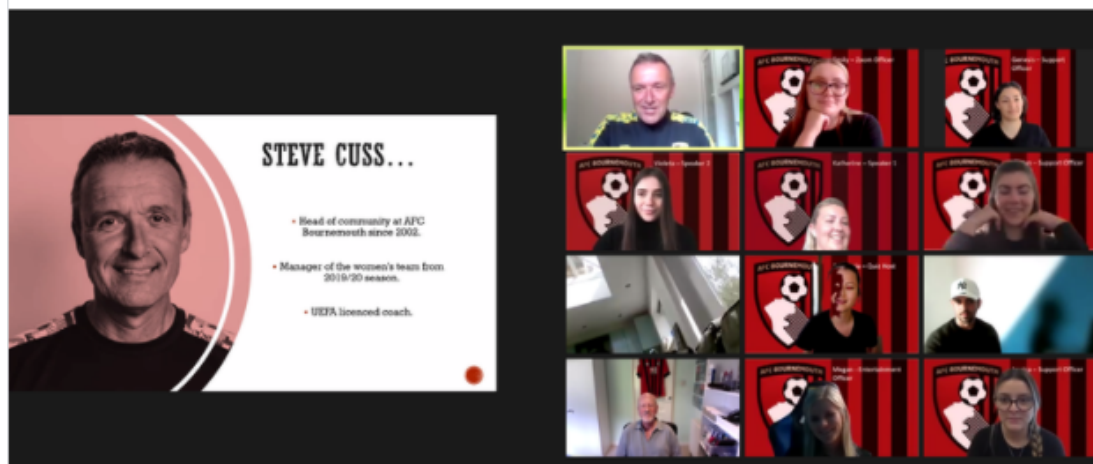
AFC Bournemouth Community Sports Trust ✓

May 5 at 4:30 AM · 🌐

Great to be a part of the Senior Cherries activity led by students from [Bournemouth University](#) yesterday afternoon

As part of their session, Head of Community Steve Cuss took part in a Q&A session, talking about his career within football

[EFL Trust](#)



Paul Ashurst • 1er

Events Director at Bournemouth 7s Festival | 2020 Access All Areas: 30 Under 30 ...

3 días • Editado • 🌐

Yesterday I was blessed to attend a Workplace Wellbeing fundraising virtual event organised by 2nd Year [Bournemouth University #eventmanagement](#) students in partnership with the [South Coast Events Forum](#).

It was competently planned, programmed and organised combining a mixture of inspiring and energizing speakers who provided some life-changing tips and advice for improving our [#wellbeing](#) at work 🙏💛 that included:

- Desk Yoga
- Mindfulness Meditation
- Advice from Dorst Mind Ambassadors
- Nutrition Tips (healthy snacking)

The [#eventindustry](#) is in safe hands with such talented future [#eventprofs](#) 😊🚀

If anyone wants any tips or contacts for any of the above then let me know.

Please see www.bournemouth.ac.uk/courses for the latest information about this course.

5. Graduate employment



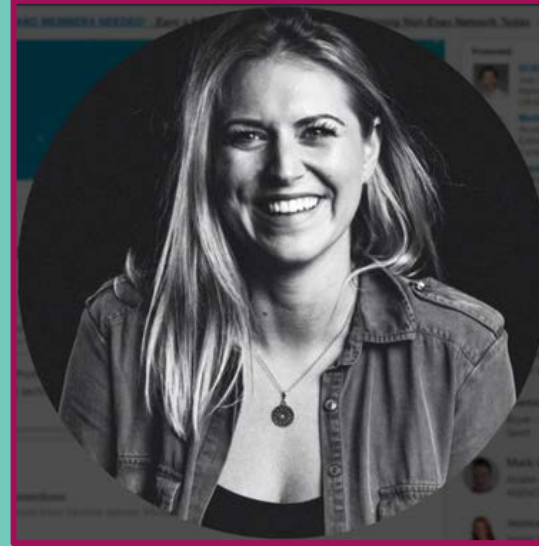
Leah Iles

Graduated: 2013
Exec. Vice President
Europe & Asia, mdgroup



Rees Hitchcock

Graduated: 2011
Co-Founder & Brand Lead
Three Amigos Collective



Lynsey Horsfield

Graduated: 2011
Senior Account director,
Lightblue (Dubai)



Rob Mitchell

Graduated: 2003
Commercial Director
AFC Bournemouth

5. Graduate employment



Rachael Kenny

Graduated: 2018
Digital Event Coordinator
Hanson Wade



Gabriella Coppola

Graduated: 2015
Global Events Coordinator
The Juice Plus



Sarah Huckerby

Graduated: 2012
Account Dev. Manager
Conference Care



Bryony Stevens

Graduated: 2015
Project Manager
MCI UK

6. Wide variety of employers / placement organisations



7. Ability to perform a variety of roles

Event Organising
Marketing
Business Development
Advertising
Public Relations
Sales
Product Development
General Management
Small Business
Venue Management
Leisure Management
Tourism Marketing
Sports Promotion
Corporate Hospitality
Regional Development
Rural Enterprise
Arts/Film Festivals
Entertainment/Media Industry

Fundraiser
Producer
Account Manager / Executive
Event coordinator / Executive / Organiser
Sales & Events Coordinator
Marketing & Communications coordinator
Marketing & PR Officer
Venue Sales & Event Planner
Digital Content Editor
Project Manager / Director
Brand Campaign Manager
Head of Events & Promotion
Commercial Director / Manager
Head of Operations
Head of Events
General Manager
Managing Director

8. A Global degree

A Global Team



A Global Classroom



A Global degree



Global opportunities



Global Festival of Learning 2018

Find out more about this fantastic opportunity to be involved in the festivals in India, China, Europe and ASEAN between February and May



Summer schools

Take the opportunity to uncover a new culture during your summer break by attending a summer school overseas.



Field trips overseas

Field trips can provide invaluable experience in your subject area, and can give you a chance to see the world at the same time.



Conferences overseas

Attending a conference overseas is a great chance to interact with your academic peers while experiencing a new country.



Taught language courses

Learn a new language or improve your existing skills on a taught language course, either in the UK or overseas.



Volunteering overseas

At BU, we encourage students who want to volunteer to look beyond the UK too and there are a whole host of opportunities overseas.

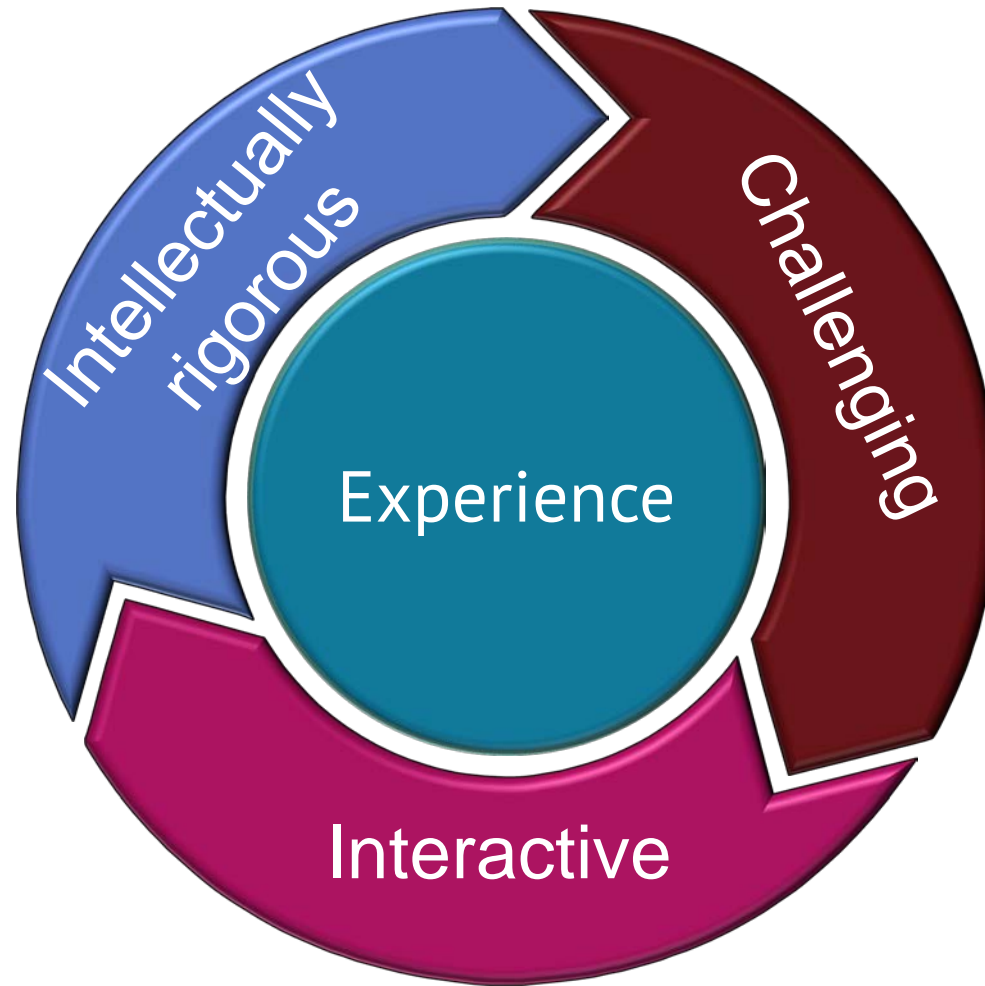
Studying abroad – a life changing experience



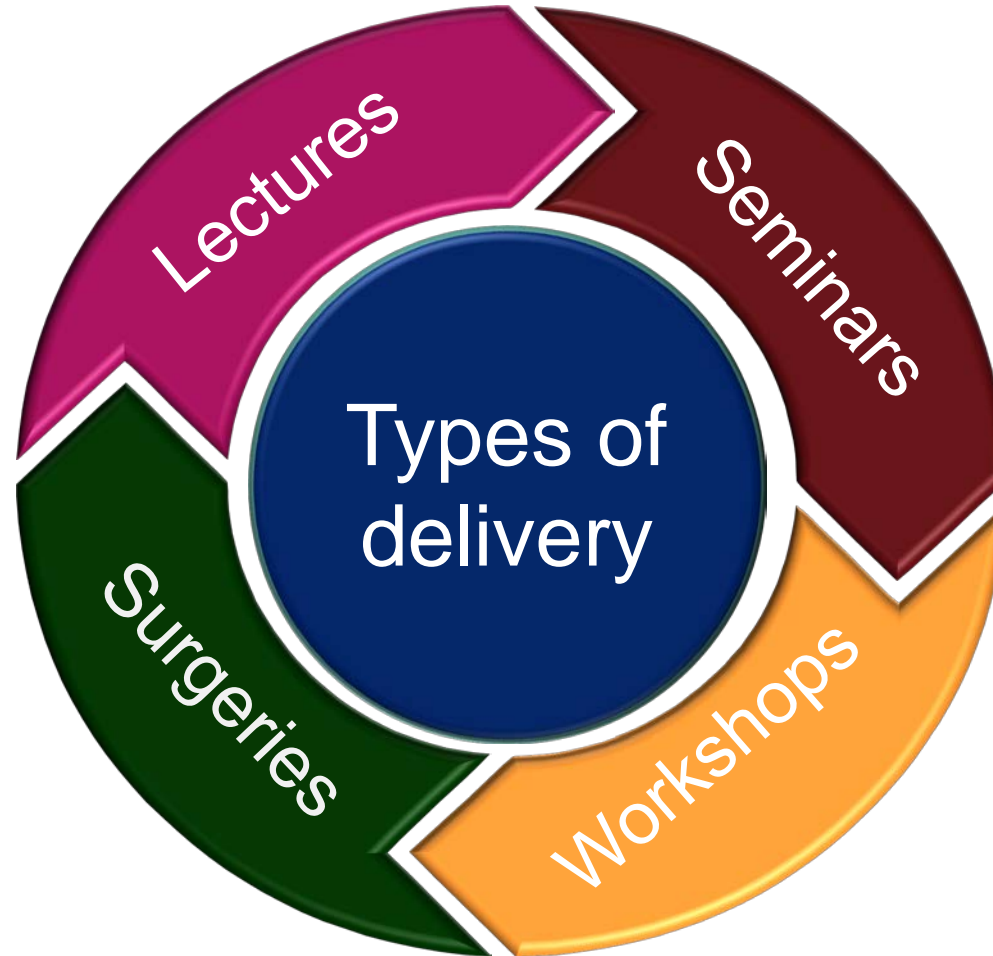
Our Study Abroad partners – 10 different countries, 15 partner universities

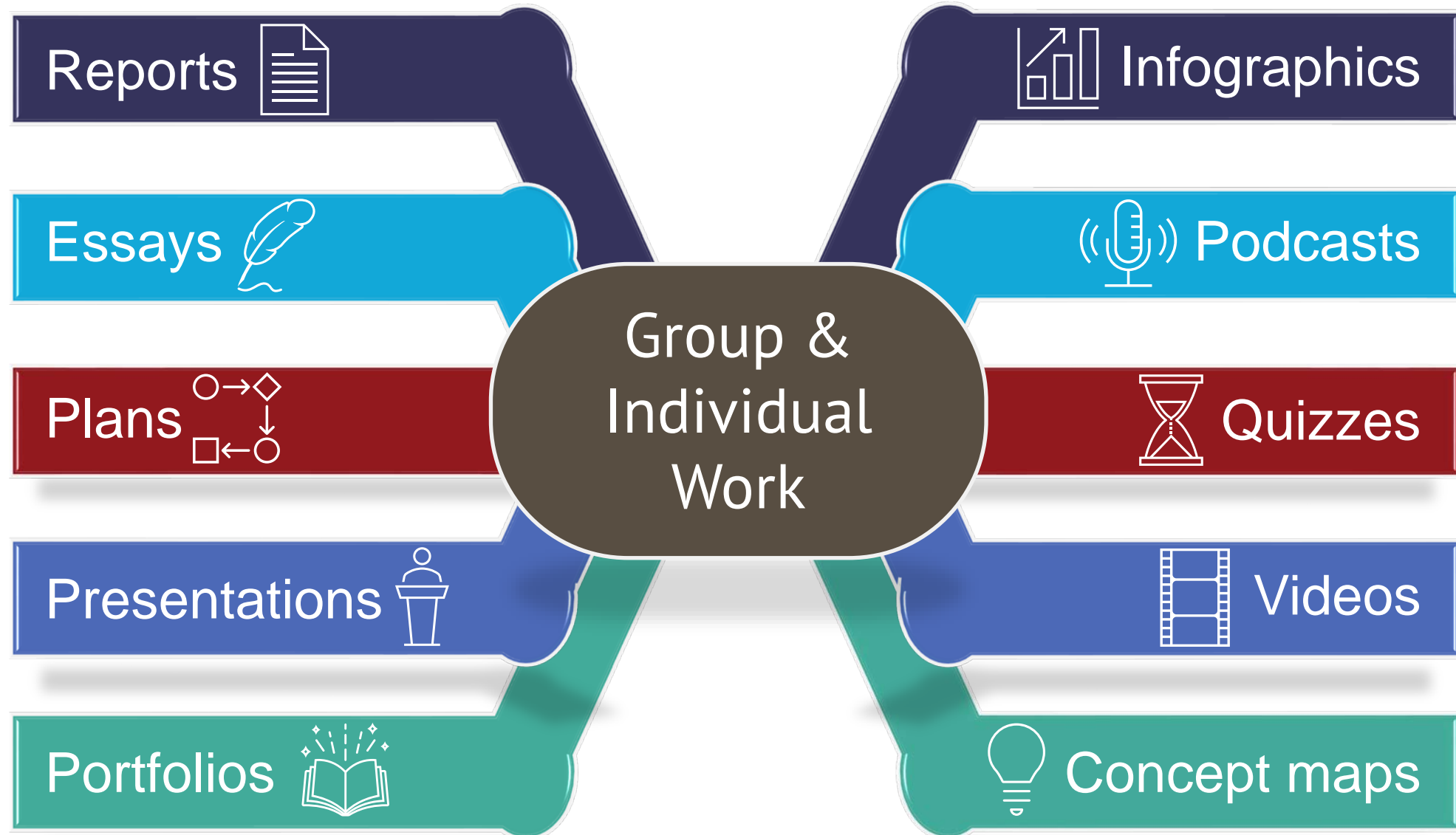


9. A great academic experience



9. A great academic experience





10. Institutional Links



In summary...

1. National and international reputation
2. An experienced team
3. An EVENTS and MANAGEMENT degree
4. Mix of theory and practice
5. Graduate employment
6. Wide variety of employers/placement organisations
7. Ability to perform a variety of roles
8. A global degree
9. A great academic experience
10. Strong institutional links



**Bournemouth
University**



The latest admission information
can be found at
www.bournemouth.ac.uk/courses.

Questions? We've got answers.
01202 961916
futurestudents@bournemouth.ac.uk