

## AEME Forum 2017 Schedule

Tuesday 4<sup>th</sup> July – Evening – Guests arrive at their own leisure. Meet in ‘Porters’.

### Wednesday 5<sup>th</sup> July

Time	<i>*All timings and presentations are subject to change</i>		
9:00	<b>Pre-booked transport from Park Inn and Holiday Inn</b>		
09:15 – 10:00	<b>Registration &amp; welcome reception</b> <i>Atrium</i>		
10:00 – 10:15	<b>Introduction and Welcome</b> Dr. Caroline Jackson, Chair of AEME; Professor David Brooksbank, Dean of Cardiff School of Management; Dr. Dewi Jaimangal-Jones and Karen Davies; conference organisers  <b>Room 1.01</b>		
10:15 – 11:00	<b>Keynote</b> Professor Cara Aitchison, President and Vice Chancellor, Cardiff Metropolitan University <i>'Creating the environment for high quality research with impact: lessons for Events Management Education in preparation for REF 2021'</i>  <b>Room 1.01</b>		
11:00 – 11:45	<b>Keynote</b> Gwilym Evans, Head of Welsh Government Major Events Unit <i>'Major Events; Defining Wales in the World'</i>  <b>Room 1.01</b>		
<b>Break-out session 1</b>	<b>Consumers, Co-Creation and the Event Experience (Room 1.16)</b>	<b>Event Education and Pedagogy (Hospitality Suite)</b>	<b>Event Stakeholders, Impacts and Evaluation (Room 2.16)</b>
11.45-13.00	<u>Dr. Philip Crowther</u> <i>Toward 'Strategic Event Creation': a step change for marketing events</i>	<u>Jennie Randall</u> <i>Experiential learning: a professional pathway to the stars</i>	<u>Daniel Baxter</u> <i>The economic impact case study of a year long tourism event: Homecoming Scotland 2014</i>
	<u>Dr. Graham Berridge</u> <i>Sensorial experience: insights on how attendees at a food and wine event perceive sensory experiences</i>	<u>Sheridan Easton &amp; Isabelle Maile</u> <i>'Suitability and Employability'- prospects of Southampton Solent event management graduates</i>	<u>Emma Nolan</u> <i>Does subvention work? Exploring the relationship between subvention and destination success</i>
	<u>Libby Carter</u> <i>Aid or barrier: Social media as a tool for immersion in mega event opening and closing ceremonies</i>	<u>Adrian Bossey &amp; James Randell</u> <i>How can a professional box office system be utilised as a learning vehicle for events management students?</i>	<u>Jonathan Fry</u> <i>What does the event industry want to know from their customers when conducting evaluation?</i>

13:00– 14:00	<b>Lunch</b> <i>Atrium</i>		
14:00– 15:00	<b>Keynote</b> Suzanne Bull (MBE) – Attitude is Everything  <b>Room 1.01</b>		
<b>Break-out session 2</b>	<b><i>Inclusivity and Accessibility for Events (Room 1.16)</i></b>	<b><i>Event Education and Pedagogy (Hospitality Suite)</i></b>	<b><i>Consumers, Co-Creation and the Event Experience (Room 2.16)</i></b>
15:00 - 16.15	<u>Dr. Mandy Curtis</u> <i>Integrated diversity and accessibility within live festivals</i>	<u>Dan Lomax</u> <i>The social capital of festival internships: links and lingo</i>	<u>Caroline Westwood</u> <i>The consumer experience of agricultural shows, 'What's the big attraction?'</i>
	<u>Dr. Vicky Richards</u> <i>Why should we care about implementing diversity and social inclusion in the curriculum? The case of Cardiff Metropolitan University Tourism, Hospitality and Events students</i>	<u>Dr. John Perry</u> <i>The professional journey from events practitioner to higher education academic</i>	<u>Dr. Caroline Jackson, Dr. James Morgan &amp; Chantal Laws</u> <i>The untold story: the creativity of events</i>
	<u>Dr. Judith Mair</u> <i>Events and social justice – correspondence or conflict?</i>	<u>Jenny Flinn</u> <i>Engaging employers in events management education through innovative teaching practices</i>	<u>Dr. John Follett</u> <i>Beyond words: Video ethnography of spectacular folk experiences</i>
16:15 – 16:30	<b>Refreshment Break</b> <i>Atrium</i>		
16:30 – 17:30	<b>WORKSHOP 1 (Room 1.16)</b>  AEME accreditation and recognition of event education	<b>WORKSHOP 2 (Room 2.16)</b>  Welsh Council for Voluntary Action: Spirit of 2012 Best practice in volunteer management	
17:30 – 21:00	<b>Reception Evening</b>  The 'Taylor and Francis Garden Party' at Cardiff School of Management		

**Thursday 6<sup>th</sup> July**

Time	<i>*All timings and presentations are subject to change</i>		
8:30am	<b>Pre-booked transport from Park Inn and Holiday Inn</b>		
09.00 – 9.15	<b>Registration &amp; teas and coffees</b> <i>Atrium</i>		
09:15– 10:15	<b>Keynote</b> Professor Nigel Morgan, Swansea University <i>'Event Futures and the Destination Economy'</i>  <b>Room 1.01</b>		
10:15 – 11:15	<b>Discussion Panel</b> Future issues and challenges facing the UK festivals industry British Arts Festival Association  <b>Room 1.01</b>		
11:15 - 11:45	<b>Refreshment Break</b> <i>Atrium</i>		
<b>Break-out session 3</b>	<b><i>Event Stakeholders, Impacts and Evaluation (Room 1.16)</i></b>	<b><i>Event Education and Pedagogy (Hospitality Suite)</i></b>	<b><i>Future Directions in Events Research (Room 2.16)</i></b>
11:45– 13.00	<u>Mireia Iglesias</u> <i>Proposing a design thinking methodology in academic/professional blended learning environments</i>	<u>Fotios Vasileiou</u> <i>Pracademics and/or academics in events studies? A lifetime debate in academia and the approach in 'Awesome method'</i>	<u>Seth Kirby</u> <i>Advancing sport mega-event research – five critical themes</i>
	<u>Dr. Michael Duignan &amp; Professor David McGillivray</u> <i>Disorganised host event spaces: Revealing Rio's fault lines at the 2016 Summer Olympic Games</i>	<u>Claire Leer</u> <i>The role of peer feedback in the development of students' ability to engage in difficult conversations about performance</i>	<u>Dr. Allan Jepson</u> <i>Festival and event attendance, families and quality of life (QOL): creating memories and enhancing family bonding</i>
	<u>Dr. Claire Haven-Tang, Dr. Dewi Jaimangal-Jones, Dr. Diane Sedgley, Professor Nick Clifton &amp; Dr. Surraya Rowe</u> <i>Event Evaluation: meeting the needs of the public sector? A journey from Monmouthshire to the UEFA Champions League Finals</i>	<u>Sharon McElhinney &amp; Chantal Dickson</u> <i>The Challenge of Engaging Millenials: Tales from a university mentoring programme</i>	<u>David Jarman</u> <i>Social network analysis and mixed method research into a community led cultural festival in Scotland</i>

13.00 14.00	<b>Lunch</b> <i>Atrium</i>		
14.00 - 14:45	<b>Key note</b> Professor Calvin Jones, Cardiff University <i>Twenty Years of Mega-Events in Wales: What have we learned?</i>		
	<b>Room 1.01</b>		
<b>Break out session 4</b>	<b><i>Event Design, Technology and Innovation (Room 1.16)</i></b>	<b><i>Event Education and Pedagogy (Hospitality Suite)</i></b>	<b><i>Future Directions in Events Research (Room 2.16)</i></b>
14.50 - 15:40	<u>Dr David Lamb</u> <i>Innovation in event management practice – a case study of Western Australia</i>	<u>Briony Whitaker</u> <i>Learners vs. earners: How will degree apprenticeships affect the design of university Event Management programmes?</i>	<u>Dr. Martin Robertson</u> <i>A review and future view of transformative festival leadership (a discussion paper)</i>
	<u>Peter Vlachos</u> <i>"It's almost like being there!" An empirical analysis of audience awareness expectations, perceptions of live-streaming theatre.</i>	<u>Charlotte Rowley &amp; Jaffer Idris</u> <i>Students retention in events management placements; an exploratory study of why students resign from their placements</i>	<b><u>ANOTHER</u></b>
15:40 – 16.10	<b>Refreshment break</b> <i>Atrium</i>		
16:15	<b>Pre-booked transport into the City Centre</b>  <b>FREE TIME</b>		
19:00 – 23:00	<b>Pre-booked transport at 18:45 from Park Inn and Holiday Inn</b>  <b>Gala Dinner</b> <i>SWALEC Stadium</i> <b>Smart Casual evening</b>		

## **Friday 7<sup>th</sup> July 2017**

<b>Time</b>	<i>*All timings and presentations are subject to change</i>
08:30	<b><i>Pre-booked transport from Park Inn and Holiday Inn</i></b>
09:00 – 09:15	<b>Registration, teas and coffees</b> <i>Atrium</i>
09.15 – 10:00	<b>AEME AGM</b>  <b><i>Room 1.01</i></b>
10.00 – 11.00	<b>Discussion Panel</b>  <b>Critical Events Studies</b> Dr. Martin Robertson, Dr. Ian Lamond, Dr. Caroline Jackson, Gareth Berry (Cardiff Council) Chair – Dr. Allan Jepson  <b><i>Room 1.01</i></b>
11.00 – 11.30	<b>Refreshment break</b> <i>Atrium</i>
11:30 – 12:30	<b>Discussion Panel</b>  <b>Publishing work in Events Management and Event Studies</b> Dr. Judith Mair, Professor Nigel Morgan, Dr. Ivana Rihova Chair – Glenn Bowdin  <b><i>Room 1.01</i></b>
12.30 – 13.00	Conference close – Professor Joe Goldblatt  <b><i>Room 1.01</i></b>
13.00	<b>Lunch</b> <i>Takeaway lunch will be available</i>
	<b>CONFERENCE CLOSE</b>