

Events Management

Activity for Schools and Colleges

2022/2023



Please note all sessions are suitable for KS5 students. For KS3/4, please get in touch to see what opportunities are available.

Masterclasses

The events industry in the UK was reported to be worth \$70bn in 2020 and supports jobs for over 700,000 people (BVEP, 2020). To put that in perspective, agriculture and farming in the UK is worth only £15bn. Since COVID, the events industry has reported significant staff shortages so there is a big opportunity for staff in this sector. We're keen to promote the industry as a viable career to students and to inspire them through engaging activities that give a real flavour of what working in the industry will be like.

Our brilliant team of experts in this area have put together a series of interactive and stimulating workshops that detail our approach to delivering high quality courses and exceptional student experience.

Of course, we can also offer other talks in this space by request. We can facilitate specific one-off sessions or bigger events that cover talks and wider aspects of university life. These can often be arranged both on and off campus at a time and date to suit you.

Music, mud and making money – How music festivals make money

Events and enterprise – How people set up their own businesses for success in the events industry

If you're name's not down.... – Keeping people safe at future events, learning from past mistakes

Interested in **Esports Management**? Get in touch to find out more about our offer in this area.



To book any of the sessions, or for more information please contact: sclo@shu.ac.uk