BA(hons) Events and Festival Management
Why QMU?

• Friendly, supportive and approachable
• Academic, yet vocationally focused
• Innovative mix of teaching and learning methods
• Excellent employment success
• Top graduate employment rate in Scotland 97.1%
Our Chancellor: Prue Leith

Prue Leith is a restaurateur, chef, caterer, television presenter/broadcaster, businesswoman, journalist, cookery writer and novelist. You might recognise her from a little show – the Great British Bake Off!
Basic Structure of Our Undergraduate Programmes

- 3 years (general degree) or 4 years (honours degree)
- 2 semesters per year
- 6 subjects studied each year
- 2 ‘common core’ subjects per year
Basic Structure of Our Undergraduate Programmes

Each module:

• Lasts for 10 weeks
• Has one 1-hour lecture and one 2-hour tutorial per week
• Has 2 assessments
Rest of the Week?

Time for Study/Investigation/Research/Practice/Planning!

So – your actual semester looks like this:

- 10 hours lectures
- 20 hours tutorials
- 60 hours directed study
- 110 hours independent study....per module
- Multiplied over 3 modules!
QMU Business School is unique in having a full-time lecturer in Learning and Teaching. This lecturer looks after the “academic development” of the Division’s students. They teach a syllabus of key academic skills from Year 1 to Year 4 and work one-to-one with students who’re having a “spot of difficulty.”
Events Management is...

- Dynamic and growing!
- Cross-cutting
  - Management, Marketing, Cultural Studies, Law, Finance, Socio-economic evaluations on places and communities
- Practical and Conceptual
- Hands-on: Live Events, Work Placement, Networking and Volunteering opportunities
- International
WHAT YOU WILL STUDY IN EVENTS AND FESTIVAL MANAGEMENT

Year 1  
Networking and Guest Speakers
• Edinburgh Military Tattoo, Social Bite, Edinburgh Fringe Festival, Edinburgh Film Festival and many more!

Year 2  
Live Events
• Art exhibitions, Fashion shows, Music showcases, Cabaret

Year 3  
Employability Skills
• Work with an industry partner to pitch a solution to an events problem!

Year 4  
Dissertation and Events Industry Placement
• For Honours Degree
2nd Year - Live Events

Students design, develop and deliver their own live event!

- Fashion Shows
  - Green Fashion Show : Award Winning!
- Music performances at top city venues
- Sports evenings at Murrayfield Stadium
- Ceilidhs, Club Nights, Hollywood Glamour, Murder Mysteries, Casino Royale
- Thousands of pounds raised for charities!
Networking with International Guest Speakers

- Paul Bush, EventScotland
- David Grevemberg, Glasgow Commonwealth Games 2014
- Manager, London 2012 Olympic Games
- Producer, Athens, Greece Olympic Games
- Producer, Glasgow West End Festival
- Director, Edinburgh Tattoo
- CEO, Marketing Edinburgh
- Sir Thomas Ingilby, Ripley Castle
- Producer, US NFL Super Bowl
- Senior Vice President of Microsoft
- Cultural Events Manager, Fife Council
- CEO, Scottish Seabirds Centre
- Producer, Papal Visit
Work Based Learning

- Disney in Orlando, FL, USA
- Wedding Planning in Cyprus
- World Cup in South Africa
- SXSW Festival in TX, USA
- Edinburgh Festivals
- Business Events in EICC
- Event Scotland
- Historic Scotland
- Solheim Cup, Gleneagles
Successful Graduates and Destinations:

- Events Executive, Edinburgh Chamber of Commerce
- Events Executive, Heritage Portfolio
- Events Manager, RBS
- Performer Coordinator, Edinburgh Festival Fringe
- General Manager in Europe, EventMobi
- Event Manager, Waldorf Astoria
- Events and Marketing Administrator
- Project Manager, Hamburg
- Publicist
- Production Co-ordinator
- 2012 CWG – Senior cast manager for games ceremonies
- Jack Morton Dubai
Opportunities & Awards

• Apex Hotels Shooting Stars Programme
• Industry partnerships and placements
• Scholarships