



Introducing your Programme Leader

## ANDREW KIRBY



### Career history and interests

- 15 years employment within international events industry organising and delivering global events including annual conferences, corporate hospitality, professional development courses and sporting events.
- Programme Leader of UG International Events Management degree for 10 years, with the degree achieving the UK's highest student satisfaction rating (100%) in the 2016/17 National Student Survey
- International Destination Marketing and Sporting consultancy to drive events tourism to key global destinations
- Keen interest in the expanding growth and marketing of international sports and events tourism
- Avid Manchester United fan, amateur golfer and taxi-driving dad to two teenage children

### What you can expect in your first few weeks

Stadium and events management is a vital component in the global sport and entertainment operation at Wembley Stadium. The aim of first semester modules is to introduce students to the central management and planning functions undertaken by stadium and event managers and their teams to safely operate events and to consider the many different aspects of the international events industry.

### Course expectations

Students will examine core stadium management functions such as facilities management, event planning, health and safety, stadium utilisation, stakeholder management and the effective marketing of events. Many sectors of the events industry will be investigated giving students a wide appreciation of the importance and role of this exciting and demanding industry to global destinations and many different stakeholders.

## What you can be doing to prepare

All prospective students should immerse themselves in as much quality international sports and events literature and media content as possible using traditional/academic sources, broadcast and online media platforms. They should maintain an up-to-date knowledge of domestic and international developments within the sports and events industries as this will be extremely useful to have upon starting the programme. Given the amount of high-profile events taking place in 2021, students should consider the positive and negative impacts of such events and how they may be used to create long-term legacies to their destinations whether national or international.

## Reading list

Texts:

- Abson, E. (2021) Event Leadership – Theory and Methods for Event Management and Tourism, Goodfellow Publishers
- Abson, E., Bladen, C., Kennell, J., Wilde, N. (2017) Events Management, An Introduction. (2nd edition) Routledge.
- Bowdin, G, Allen, J, O'Toole, W, Harris, R, and McDonnell, I. (2010) Events Management, (3rd edition) Butterworth-Heinemann
- Geraint, J, and Sheard, R. (2010) Stadia: A Design and Development guide, Butterworth-Heinemann

Journals including e-Journals:

- The Event Safety Guide (Health and Safety Executive) - The Purple Guide.
- The Green Guide (2018) (6th Edition), Department for Culture Media and Sport. The Stationary Office.
- The International Journal of Events Management Research.

Databases:

- Ebscohost
- Sportdiscuss
- Taylor & Francis online

Websites:

- British Standards Institution - <http://www.bsi-global.com>
- Football and Stadium Management - [http://www.worldsfair.co.uk/index.php?option=com\\_content&view=article&id=20&Itemid=6](http://www.worldsfair.co.uk/index.php?option=com_content&view=article&id=20&Itemid=6)
- Health and Safety Executive <http://www.hse.gov.uk>