
T.H.E. CONFERENCE

UNCOVERING 2023

RGU SCHOOL OF CREATIVE
AND CULTURAL BUSINESS

T.H.E. Conference 2022-
Uncovering 2023 Programme

T.H.E. Conference Uncovering 2023

Welcome to T.H.E. Conference 2023.

Thank you for attending the first ever T.H.E. (Tourism, Hospitality and Events) Conference at RGU. This conference is planned and delivered by the Stage 2 Events Management Students as part of our industry experience. The conference topic of Uncovering 2023 was chosen by students with the aim of looking at a range of trends, cross-boundary partnerships, and solutions integral to the tourism, hospitality and events environment in engagement, promotion and expertise, looking ahead to the future of 2023.

We would like to extend a huge thank you to all our guest speakers, for taking time out of their busy schedule to help and support the event, and thank you to our Head of Year, Katherine Jones for the support in organising this conference.

Sincerely,

Stage 2 Events Management Students,
Robert Gordon University.

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T.H.E. Conference - Uncovering 2023

Day 1: 12th April 2022

10am Opening Plenary



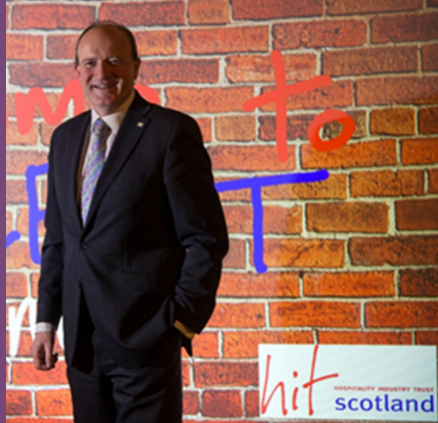
Jo Royle

Head of RGU School of Creative and Cultural Business

Jo Royle is Head of the School of Creative and Cultural Business at Robert Gordon University, Aberdeen. Jo has a sustained track record in leadership within Higher Education, having previously been Head of the Department of Communication, Marketing and Media at RGU and also Subject Leader for Communication and Media. Her research interests span creative and cultural education, media management, digital marketing skills development, media strategy, e-publishing, e-books. Her doctoral thesis examined the re-conceptualisation of entrepreneurial journalism in HEIs, with a focus on UK and US institutions. The work argues that to be democratically engaged and commercially sustainable, journalism must be fully publicly 'plugged in', with new technologies embedded in its processes and characterised by an entrepreneurial mindset; leading to a repositioned role for the journalism educator.

10.00am - 12.00pm-
Stage 4 Exhibition in ABS Atrium

David Cochrane MBE, Chief Executive of Hospitality Industry Trust (HIT)
Scotland
12.30 - 13.00 ABS118



Biography

After commencing his career at the Commonwealth Games in Edinburgh, David started working for Norfolk Capital Hotels. He then joined Gardner Merchant, now called Sodexo, as a chef manager, progressing to District Training Coordinator. This training experience led him into the Hotel and Catering Training Company, working with Youth Training and unemployment projects. He also undertook a Leonardo da Vinci European project to help implement Vocational Qualifications in Scottish prisons!

David has been the Training Manager at the internationally renowned Gleneagles hotel. He developed his passion for people development, and this led him naturally to take on the role of Chief Executive of HIT Scotland.

In 2004 David was awarded the Industry Award for services to the hospitality industry in Scotland. Since working with HIT Scotland the Trust has awarded over 5000 scholarships for the emerging talent of the industry and 14,000 student bursaries. He took part in the successful Kilimanjaro challenge in 2011, The Gran Paradiso Challenge in Italy in 2014 and the Great Wall of China Challenge in 2017!

In 2012 he was awarded an honorary degree in International Hospitality Management from Higher Institute of Education - Glion and he was honoured with the Education and Training "Catey" UK award the same year. Later in 2019 he organised another successful fundraising trek to Machu Picchu. He is a Fellow of the Institute of Hospitality and Strathclyde Business school.

David was awarded an MBE in the Queen's Birthday Honours list 2020 for services to hospitality and tourism.

Guest Talk- David Cochrane MBE

Skills for 2023: Discussion of a Changing Industry and How HIT Scotland Can Help Graduates

The industry is changing and gaining new skills and building experience has differed over the past few years, primarily being online, due to the pandemic. HIT Scotland provide opportunities for those in the industry (professionals and graduates) opportunities to take part in various programmes and scholarships to gain these valuable skills and experiences. David has some exciting news to share about HIT's upcoming projects and how their current projects have been going so far. If you are looking for ways to boost your CV, learn new skills and learn more about HIT Scotland's graduate opportunities and programmes then this talk is not one to miss!

13.00 - 13.30

Refreshments Outside ABS124

Stage 3 Exhibition Competition ABS

Debate- Aberdeen as a Destination 2023: Rejuvenation and Regeneration

13.30 - 14.45 ABS118

A Debate of the future of Tourism, Hospitality and Events in Aberdeen.



Kirstin Bell

Kirstin is an RGU graduate, achieving a first-class Events Management BA (Hons) degree and later achieved an International Tourism and Hospitality Management (MSc) with Distinction. During her time at RGU, Kirstin worked as a full-time events assistant during her masters year at RGU and helped plan her own graduation ceremony. She was also named the 'Best Overall Student' for fourth year in Events Management and went to India for a month as part of the RGU Go: India project and helped organise an event which saw Prince Harry visit RGU. She now works as a lecturer in Events Marketing and Events Management at RGU. She is also studying for her Master of Business Administration part-time. Kirstin will be taking part in a debate on the 12th of April with the topic of 'Aberdeen as a Destination 2023: Rejuvenation and Regeneration' alongside other university staff.



Professor Peter Reid

Professor Peter Reid is Professor at Robert Gordon University. His research covers areas including the management of cultural services in the GLAM sector (galleries, libraries, archives and museums), and culture heritage, particularly as it relates to North-East Scotland. He is a Fellow of the Royal Society of Arts, and the Society of Antiquaries of Scotland. Peter will be taking part in a debate on the 12th of April with the topic of 'Aberdeen as a Destination 2023: Rejuvenation and Regeneration' alongside other university staff.



Dr. Rachael Ironside

Dr. Rachael Ironside is a Senior Lecturer and researcher in events and tourism at Robert Gordon University. Her research interests concern engagement between folklore, place, heritage and communities. She has published widely on issues concerning social interaction and extraordinary experience, and the role of supernatural folklore as a form of tourism and heritage engagement. Rachael has experience leading and contributing to national and international research projects concerning the intersection between place, storytelling and digital technology. Rachael will be taking part in a debate on the 12th of April with the topic of 'Aberdeen as a Destination 2023: Rejuvenation and Regeneration' alongside other university staff.



Craig Leith

Craig Leith is Academic Team Lead for Tourism, Hospitality and Events at Robert Gordon University. He has varied industry experience across industry sectors including periods working in an Exhibition Centre in Australia, country club in USA, tour guide in Asia as well as for several hotels and travel companies in Scotland. He has several research interests including tourism futures, and his current PhD research is focused on the solo tourist experience. Craig will be taking part in a debate on the 12th of April with the topic of 'Aberdeen as a Destination 2023: Rejuvenation and Regeneration' alongside other university staff. He is also hosting the Year 4 Dissertation projects.

15.00 - 15.30 ABS118
Haddo Arts Festival: Covid-19 and Beyond.

Dr. Cathy Guthrie

Operations Manager at Haddo Arts and Chair of North East Arts Touring



Cathy has been integral to the successful delivery of the annual Haddo Arts Festival since its inception in 2012. She is responsible for all practical elements of delivering events, ensuring that everything runs smoothly throughout the festival and for additional events in Haddo Arts' annual programme. She is current Chair of North East Arts Touring which brings touring theatre to rural community venues.

Cathy spent 14 years as a frontline destination manager in Yorkshire and Darlington working on a variety of product development and marketing initiatives both at local and regional level. Projects included the first Darlington Orange Festival, establishing Heritage Open Days programmes, and developing and implementing the first Darlington Tourism Strategy. Her interest in tourism stemmed from vacation work in Tourist Information Centres, and a placement at the Port of le Havre's secretariat for an international ports conference.

From 1988 – 2020, Cathy was involved at national board level with the Tourism Management Institute (TMI) and its predecessor, the British Association of Tourist Officers, and was its first woman President. She was Hon. Secretary 2001-2020.

Cathy has an MSc (Distinction) in International Tourism Management and was awarded a PhD for her thesis "Sense Making and Sense Giving: Using visitor narratives to understand the impact of visitor interactions on destination image."

15.30 - 16.00 ABS118



Steve Harbert

Steve Harbert's experience of Tourism, Hospitality and Events combines 20 years working in the travel industry with 10 plus years' lecturing at Colleges and Universities. His particular areas of interest and expertise include Sustainable Development, Responsible Tourism, Adventure Travel and standing in the mud at music festivals. Steve's been fortunate to travel and work with partners around the world and enjoys sharing his experiences to help inform and inspire the future industry workforce.

Guest Talk - Sustainability: is it getting closer or further away, post Covid?

The lockdowns and restrictions that the pandemic has brought to so many Tourism, Events and Hospitality organisations, has been seen by many as the chance to reset, for a more Sustainable future. What are these "new" opportunities? How realistic are they? Can we all look forward to a future of more sustainable holiday, festivals or hospitality experience? Or will the need to recoup financial losses and/or the temptation to revert to familiarity mean the new normal will actually be the old normal?

15.30 - 16.30 ABS 319

Stage Four Presentations

Presentations from stage four students, as they express their findings and graduate journeys from the dissertation stage.

Day 2: 13th April 2022

13.00 - 13.30 Networking in 2023 in the New Normal
Online via Zoom

Richard Cormack Corrigan - Enterprise Executive at Converge



Richard has over 30 years' experience in a variety of industries including working as a Holiday rep in Spain, France (Ski Repping) and Italy, promoting Aberdeen as a destination for business tourism for the Aberdeen Convention Bureau and the former AECC, project managing the Aberdeen South Harbour programme for Visit Aberdeenshire and event managing Tiger Tiger Bar, restaurant, and night club. More recently he found his passion for enterprise and education while working with Elevator where he was designing and delivering business accelerator programmes and working with Young Enterprise Scotland. He delivered workshops in schools and colleges across the north and east of Scotland where he promoted business enterprise skills and looked to inspire the next generation of entrepreneurs!

Richard currently works for Converge which is a business competition for universities in Scotland and still finds the time to develop his Airbnb start up while being STGA qualified tourist guide and dad to two daughters. Richard is originally from Dublin but has lived in Stonehaven for nearly 20 years and is a proud RGU alumnus graduating from the Aberdeen Business School in 2010 as a very mature student with a degree in management.

The one thing that has connected everything Richard has done in all his roles is exactly that ..."connections"... Richard claims that most of the opportunities that have come his way were due 100% to his network of contacts which he has carefully created and curated for many years. It's a truism to say that "it's not what you know but who you know", and Richard says he is evidence of that! So come along and hear why Richard attributes so much of his success to these connections and he also promises to share some top tips about networking and building your own networks post pandemic and in to a more virtual or hybrid world of work future.

14.00 - 14.30 Online Via Zoom
Digital Adaptions in T.H.E. Industry - Looking Forward to 2023

Josh Bircham (Lecturer of Digital Marketing and Analytics)



Josh Bircham is a Lecturer at RGU's School of Creative and Cultural Business leading postgraduate and undergraduate modules on topics around digital marketing, digital PR, production, and analytics. Prior to joining RGU Josh ran an agency which provided a range of digital marketing and creative services to clients like the BBC, SEPA, the Scottish Poetry Library and HES. He also previously worked in communications for the European Energy Institute and authored a political non-fiction book *We are the 56*. Josh has an MSc in Digital Marketing from RGU and an MA in English Literature from the University of Aberdeen. Josh's talk will focus on digital adaptations in the tourism, hospitality and event industries and what we can look forward to in 2023 and in a post-Covid environment.

15.00 - 15.30 Online via Zoom
Vegas Dyce (1st Year PHD Student)
Foodstagramming and Restaurant Aesthetics.



Vegas Dyce is a first year PhD student at Robert Gordon University's School of Creative and Cultural Business. She is working towards a PhD in Communication, Marketing and Media. Before embarking on her PhD, she completed an undergraduate degree in International Business Management BA (Hons) in June 2020 and master's degree in International Marketing (MSc) in 2021 at RGU. During her guest talk, she hopes to provide the audience with an overview of her current research project, entitled 'Living life through the lens: An exploration of why Millennials and Generation Z share their dining experiences on Instagram and its growing influence on the hospitality industry'. She is extremely passionate about the subject and hopes to contribute to the growing body of research surrounding Instagram throughout her work. Aside from researching the fascinating world of Instagram, she works as a Customer Assistant and Freelance Public Relations Coordinator which she thoroughly enjoys.

15.30 - 14.00 Closing Plenary

To 2023 and Beyond: Uncovering the Innovations Shaping Your Tomorrow

Edward Pollock

Innovation Manager, Entrepreneurship and Innovation Group (RGU)



Step on board for a journey into the technologies, trends and innovations that already influencing the world of tourism, hospitality and events today but are primed to disrupt and reshape the industry from 2023 and beyond. As we consider the world beyond the Covid-19 pandemic, what opportunities are on the horizon that we need to be prepared for and what challenges will we be responsible for overcoming?

Join Edward Pollock, Innovation Manager at Robert Gordon University, on this time machine through the impacts of innovation and get a new perspective on the industry. Edward leads on the delivery of RGU's startup accelerator and entrepreneurship programmes and supports staff, students, alumni and startups with tools and methods to innovate and design products and services of the future.

Guest speaker sessions will also be recorded and uploaded onto the YouTube channel for attendees to watch after the event.

Website - <https://thesubjectnews.weebly.com/the-conference.html>