

Session Title:	The changing superpowers of events professionals
Speaker(s):	Jessica Jeske
Chair:	Lauren Storey
Reporter:	Keir Robinson

Speaker/Institution Bio/Information:	Worked in 4 countries, 4 sectors and 4 Universities. Jessica started in the private sector in Germany, has worked in Museum and heritage industry and in the Charity sector with foreign office and the Royal British Legion working on commemorative events to mark end of World War 1&2
Overview/Aim of session:	By their very nature, events professionals are solution-focused and adaptable to deal with complex operational and stakeholder demands. But now, they must also be more skilled in crisis management, change management, resilience strategies and much more than previously. This is due to unprecedented external factors – from the Covid pandemic to political protests on campus because of international tensions.
Workshop Content	<p>In events superpowers are invisible, if everything goes well the event organisers are unnoticed.</p> <p>In HE we don't always celebrate our skills, event planners is one of the most stressful jobs out there</p> <p>Event manager is someone who solves problems which is something we all resonated with.</p> <p>4 key skills for HE event managers – Proactive, creative, problem solving, influencing.</p> <p>Examples include - using creativity to put together a human concorde on a live air field for BBC children and need, and problem solving with live animals at a WW1 event with literal shovel of animal faeces.</p> <p>Evolving skills in HE – Change management, resilience, crisis management, stakeholder focused, digital innovation</p>

	Large scale events are focal points and easy targets for protest sites, very difficult to plan for this so resilience is key.
Case Studies/Examples:	
Scenarios/Roundtable discussions:	One person in the room has been in an events management role for 10 years now and reflected that running events is so different now to when they started.
Questions and Answers:	
SummaryKey takeaways:	Managing and planning events needs a variety of skills, and it is not usual to reflect and celebrate our skills in HE, partly because we move on to the next one straight away. Resilience and wellbeing is one of the emerging skills we need in HE events. This session celebrated our skills and was great to reflect how well qualified events professionals are. Jessica has so much rich experience from different industries and it is really interesting to hear about these evolving skills we need as events professionals.