

Four BAEM finalists in the Eventice competition

Events Management students have taken a third of the places in the final stage of the Eventice competition. The competition provides an opportunity for young and emerging talent to find a job in the event industry and resembles the TV show 'The Apprentice'. The Eventice competition, supported by the *Event* magazine, took place in London with the two winners announced on the 8th March at International Confex. Up for grabs were two Events industry jobs for final year Events Management students, one with global experiential marketing agency George P Johnson, and a sales position with Exhibition company Tarsus Group.

The competition started with "speed interviewing", where students were given 3 minutes with each employer to ask questions and make the best first impression with them. Next, the 12 finalists participated in a range of activities and faced a number of challenges, which were observed and assessed throughout the day by a variety of people from the industry and the potential employers. The tasks were fun but hard work

and were designed to show the finalists' skills in planning, negotiation, leadership, time management and persuasion. The finalists also had a 45 minute interview with the employers, after which each finalist had to present two short 5 minute presentations in front of industry professionals. The Events & Leisure Academic Group congratulates the four BAEM students: Alex Ainsworth, Rosie Hammond,



Eventice Sales Task

Joanna Vincent and Hannah Parsons for their achievement in reaching the finals. The two winners of the competition came from Sheffield Hallam University and the University of Wales Cardiff Institute.

Event student Alex Ainsworth said "Competing in the Eventice is exciting, challenging and rewarding all at the same time. Collaborating on various 'apprentice style' tasks alongside

creative, inspiring and passionate individuals was an unforgettable experience. The Eventice gives you the platform to show off all of the skills acquired from the Events Management degree and work placements to an active, informed, and highly regarded audience of industry professionals."

International Student Night called 'Spice It Up'

MSc Event Management students organised an International Student Night called 'Spice It Up'. The event was held on the 19th March at the Old Fire Station and raised £953.52 for Leukaemia & Lymphoma Research. Angela Schiemdecker said "Our main objective was to create a unique event atmosphere. We put a lot of effort in, used our events skills and in the end, it was a huge success. All the nations were celebrated in one night and we raised a lot of money for our chosen charity!"



Entrance to the Old Firestation with Angela Schiemdecker (right).

Progress

The newsletter of the Events and Leisure Academic Group

Live events

Over the past year undergraduate Events Management and Leisure Marketing students have organised 24 events for external clients generating almost £10,000 for local charities and increasing profile and awareness for the organisations.

Pearl Morrison, Unit Tutor said "The students have excelled this year with their live events in the community. Many clients have said the calibre of students seems to be improving every year so I am very proud of their accomplishments over the past few weeks."

This included organising the School of Tourism Careers Forum, attracting over 200 students with guest speakers Michel Roux Jr. renowned two star Michelin Chef from the BBC Master Chef programme and Louise Kiwanuka, Owner of Event Share and a range of businesses from Events and Hospitality sector. Rachel Van Lookk Team Leader said "Organising the School of

Tourism Careers Forum was an absolutely fantastic experience, I enjoyed every moment of it from the initial planning right through to the actual day. I have gained so much experience throughout the process, covering all aspects of planning from the obvious down to the smallest detail, working with new people and liaising with industry professionals. It was a chance to be pushed out of my comfort zone, allowing me to grow as a person. I have learnt that through handwork, planning and determination, you can achieve anything. Organising such a successful day was very satisfying, my group and I were very proud and honoured to be part of this live event."

Similarly, in March the MSc Events Management students organised five live events. The multi-cultural teams (the course attracts students from over 10 nationalities) had to plan and stage a range of events, including an International Hospitality Food Festival, the Student Rep Awards Night, the third edition of the Bournemouth University/LFT Macau – Institute for Tourism Studies Video Conference, which focused on "Labour Issues in Tourism Economies", a Ladies Boutique in aid of Diverse Abilities Plus held at the Riviera Hotel and an International student night in aid of Leukaemia and Lymphoma research at the Old Fire Station.



School of Tourism Careers Forum. Michel Roux Jr. with the Events team: (from left to right) Georgina Sells, Leanne Bulpett, Katherine Hampson, Rachel Van Lookk and Jessica Lord.



Conor Burns MP with the BAEM team and members of the Bournemouth Society for the Visually Impaired.

Local MP attends students' charity event

Conor Burns MP, the new Member of Parliament for Bournemouth West, attended the Bournemouth Society for the Visually Impaired Family Fun Day at Bournemouth Library in February.

The event took the circus as its theme and had the objective of increasing awareness of the Charity and the work it does in the local area. The day before, Conor had tweeted 'looking forward to constituency charity event tomorrow' and he certainly seemed to enjoy meeting local families and the group of students organising the event. In a short speech he said, 'We're enriched as a town and community by the presence of so many intelligent, dedicated and community-focused people who want to make a contribution during their time in Bournemouth'.

The Poole Africa Link Sudan Appeal

The Poole Africa Link Sudan Appeal event was a resounding success generating £3,500 for the charity hosted at the Harbour Heights Hotel.

Prof. John Vinney and Dame Yvonne Moores attended the event. *'It was great to work once again with the events management students to fundraise for Poole Hospital's work in South Sudan. The evening was a great success and the students demonstrated a high level of skill and gave high commitment-thank you so much',* said Dame Yvonne Moores, Patron Poole Africa link, Pro Chancellor Bournemouth University. Emily Webb, Team Leader thoroughly enjoyed the event experience and said *"It was such a delight to work with the Poole Africa Link, the work the charity completes is just fantastic. It is so satisfying to raise such an amount of money for the people that really need our help. Throughout the project I have developed my leadership skills and I am sure this experience will be of great use during my placement year."*



From left to right: Annabelle Coyne, Eleanor Smith, Client -Hilary Fenton-Harris, John Vinney, Vice Chancellor, Yu Hui, Jade McDonald, Pearl Morrison, Tutor, Emily Webb and Dr Julie Whitfield.

Leisure Marketing 21st Anniversary

Leisure Marketing students organised a 21st Celebration event for students and staff to celebrate the courses 21st year at BU.

Congrats Leisure Marketing! Abbie Lewis said *"The event at The Loft, Talbot Campus marked the 21st Anniversary of Leisure Marketing and my first*

opportunity to put course theory into practise. Planning the event emphasised the challenges and importance of team work to achieve a common goal. Although hard work, stressful and testing, following through a project to a successful conclusion was both enjoyable and satisfying. The pride I felt at the end certainly confirms that the event industry is the path I want to take for my future career."



Left to Right: Janet Dickinson, Nick Rowles, Debbie Sadd, Kat King

The Student Rep Awards



Kate Jones from the Student Union (Centre-left) with the team of MSc Events Management students. From left to right Erdogan Tabur, Karishma Anand, Hsin-I Lang, Kate Jones, Meng-Shan Tsai, Ling Jiang, Chia-Wei Tang and Jingxuan Wang.

MSc Events Management students organised "The Student Rep Awards" evening, the first ever event of its kind. The event, was held to celebrate the Student Representatives who have been instrumental in the student movement at BU. Students and staff alike put Reps forward to receive an award who they thought deserved a "You're Brilliant Award". According to Kate Jones (Student Union VP Education), the Masters Events Students at Bournemouth University ensured that the night was successful and it is thanks to them that this is now an event which will be in the calendar for years to come.

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Labour issues in tourism economies video conference

MSc Events Management students organised The School of Tourism and the Institute for Tourism Studies Macau video conference, which was held on the 20th March titled "Labour issues in tourism economies".

Labour Issues in Tourism Economies video conference participants: (from left to right) Dr Kat King, Virginia Bailey, Dr Julie Whitfield, Chris Hall, Dr Hania Janta, Andrew Boer and Dr Richard Shipway.



Presentations titles:

- Andrew Boer – The polarisation of the graduate workforce: Issues for the UK Hospitality Industry
- Dr Clara Weng Si Lei – Who Wins the Labour Shortage Game? An Exploratory Study of the Hotel Industry in Macau
- Dr Frances Kong Weng Hang – Contrasting Performance of Two Supervised Work Experience (SWE) Formats in Tourism Education – A Case of Macao
- Dr Hanna Janta – Labour Migration Issues in Tourism & Hospitality

70s Disco, Wimborne Football Club

The 70s Disco took place in aid of the Youth Cancer Trust in Wimborne. The night was fancy dress and generated funds for the charity as well as raising awareness of the tremendous work the charity perform.



From left to right: Claire Woodley, Victoria Hammond, Pearl Morrison Tutor, Hannah Gregory, Jessica Kennedy, Kate Thomas, Dr Katherine King, Michael Gwyther, Rebecca Fagilde

Fairtrade event

Martine Williams, Team Leader from the group said "I have learnt a great deal from running our own live event this year. I have realised how much hard work goes into planning and staging an event, and the time and effort it takes to make it all go smoothly! Before we started planning the event, it all felt very daunting. The live event unit is a brilliant way of pushing you to achieve something that you didn't think you could. The best part of the whole experience for me, was that I gained confidence in running a team and learnt an extensive range of skills that I can take away with me for my work placement next year."

From left to right: Ben Stratton, Natalie Crouch, Sophie Cryntus, Chloe Bain, Martine Williams, Chris Sherwood, and Jon Wheatley.



"Born in the 90's!" event at The Old Firestation

The Old Firestation hosted a very successful 90s event. Team Leader Alice Fuller said "The live event experience was one of the most stressful but rewarding experiences of my life to date! I not only gained some essential industry knowledge but also some brilliant friends. I've learnt that although people work in very different ways, if everyone feels passion for the event, working together successfully is definitely possible. After the event I felt a huge sense of achievement, along with a slight feeling of relief and I cannot wait for the next Saturday night – Born in the 90's!"



From left to right: Megan Pitman (volunteer), Alice Fuller, Jessica Pitman, Michael Gwyther, Lauren Bailey, Inkeyong Kim, Charlotte Crane.

Clothes Swap @ Sherbet bar

The clothes swap was a fundraising event in aid of the Wessex Autistic Society.

Sophie Lawson said "I would say that I quite liked the pressure of knowing that the event was for a real client, so it had to be the best event we could deliver. I have learnt the importance of being creative and flexible with the resources available as sometimes it is impossible to get the preferred resources. I found that in most cases the adapted resources actually turn out better anyway!"



From left to Right: Max Reynolds, Gabriele Uzdavinyte, Client Louise Trott, Wessex Autistic Society, Sophie Lawson, Claudia Jakubowski, Victoria Fawcus-Robinson and two volunteers.

Book Aid for Africa

A Fun Run in aid of Book Aid for Africa was due to take place at Slades Park. Unfortunately the run had to be cancelled due to severe weather conditions but the group still raised £314 for the charity and collected 200 books across BU to send to the charity gaining publicity for the charity with local press.



From Left to Right: Rachel Luff, Holly Wood, Mimoza Cendey, Naomi Kay, Tiffany Sausby and Elizabeth Wallis.

Dorset Search Dogs Event at Dolphin Shopping Centre



The Dorset Search Dogs event at the Dolphin Shopping Centre promoted the charity and the works they perform in the area.

James Bailey said "I have recently undertaken a live event, as the team leader, with four of my peers, in aid of Dorset Search Dogs, a local search dog charity, which look for missing people in and around Dorset. The event took place at the Dolphin

Shopping Centre on 11th March and raised £443.90 for the team. The live event element offered at Bournemouth University has given me a really good insight into the world of events management and has been extremely rewarding".

From Left to Right: Sarah Jackson, James Bailey, Zoe Short, Hannah McClements, Alice Fletcher with members of Dorset Search Dogs.

Animal Photo Shoot

Local retailer Animal came to BU to scout for a male and female model for their promotional material for next year. In the weeks leading up to the event the students screened potential models at BU and AUCB.

The students transformed a teaching space into a photo-shoot area with scheduled audition sessions for the day. Ben Cooper, Animal Brand Manager, said "It was great having such an

enthusiastic group of students to organise the event for us signing-up 40 final auditions for students across BU and AUCB for the photo shoot to promote the Animal Brand."



From left to right: Catherine Stanbrook, Sarah Ardin, Client Ben Cooper, Brand Marketing Manager, Animal, Jayne Wood, Laura Jeffries, Pearl Morrison, Tutor.

Progress

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Student News



Student presentations at the British Conference of Undergraduate Research

Ten undergraduate students presented the preliminary findings of their dissertation at the 2012 conference, which was hosted by the University of Warwick on the 19th and 20th of March. The Events & Leisure Academic Group was represented by Rosie Hammond and Esther Knox (Events Management students). Commenting on her experience, Rosie said "It was a great addition to my CV and it helped me to review my research and really clarify in my mind the approach I was taking. It was also a great opportunity to improve my presentation skills and good feedback was given from lecturers as to how to improve next time we present".

Events Society

The aim of the Events Society is to bring all those interested in the events industry together, to network, as well as share and gain knowledge through organised guest speakers, trips, additional training and qualifications, volunteering opportunities, workshops and exciting new social occasions.

Since the society was set up before the Summer holidays in 2011, it was the role of the new committee to enhance the idea, create opportunities and start recruiting new members when the University came alive again in September.

Since the first term, the society has grown to over 100 members who have all taken part in a variety of events and learning opportunities. This has included trips to the UK Venue show and Scaplen's Court (a growing venue for private events), Guest Speakers, such as the RAG President and SUBU Events Coordinator, volunteer opportunities to expand and enhance its members CV and event experience and



The Events Society Committee: (From left to right) Naomi Kay (Safety Officer), Laura Jeffries (Treasurer), Sarah Ardin (Volunteer Officer), Sarah Jackson (Events/Equipment Officer), Holly Wood (President) and Victoria Fawcus-Robinson (Secretary)

several socials to bring the members together to network. During the second term the society is holding a First Aid training day to provide a key skill to its members as well as helping Diverse Abilities Plus to start up the Great Dorset Bake Sale, which they hope to stage annually and even nationally in a few years.

The 'Ultimate Experience' for Events Management students

Second year Events Management students were treated to a fascinating insight to events company The Ultimate Experience, when M.D. Stephen Lawrence visited BU in January. He brought with him current industry placement student Francesca Murphy and together they described the wide-ranging activities undertaken by the company and its associated organisations within the Concerto Group (www.concertogroup.co.uk). This is a fully integrated event solutions business specialising in catering, event management, production, staffing, live communication, event design, entertainment and

other event services. Stephen revealed how he started working at The Ultimate Experience in 1995 after graduating from UWE in 1992, when the company was an independent party planner with only 4 full time employees. His first roles were mainly in sales, generating new business for the company but he was also involved in the delivery side of the events they ran. He has been an integral part of the growth of the company, initially through the client development and sales generation role, and then through being employed as Account Manager, Sales Director and Deputy Managing Director

before being promoted to Managing Director in 2010. Showing a range of photographs of the company's venues and the remarkable decor they use for events, Stephen described how The Ultimate Experience is the leading provider of fully produced and themed venues for Christmas and summer parties and events in some of London's most famous and landmark venues. Their clients range from blue chip corporate clients, financial institutions, publishers, charities, private individuals and other event management agencies who contract their venues and services on behalf of their clients. Their main projects

are managing 2000 capacity marquee sites at The Tower of London and Honourable Artillery Society during the summer and winter event seasons as well as Old Billingsgate Market which is one of the largest non-hotel banqueting venues in London. For the Christmas season 2011, they staged 238 events across 13 London venues and entertained 85000 guests in total. After leaving the packed lecture theatre, Stephen and Fran met students hopeful for a placement position in the coming year and gave advice on making their applications.

Staff News

Julie Whitfield accepts Visiting Professorship

Dr. Julie Whitfield, Senior Lecturer in Conference & Events Management, has accepted the position of Visiting Professor at the Faculty of International Tourism at the Macau University of Science and Technology (MUST).

Her first visit will take place in May, where she will be leading a PhD course in Meetings Incentives Conventions and Exhibitions. The course focuses on contemporary research issues in the MICE industry. The Macau University of Science and Technology (MUST) was established in March 2000 and offers

bachelor, master and doctoral degree programmes in areas of information technology, business administration, law, Chinese medicine, international tourism management, arts and health sciences. MUST has over 8,000 students coming from Macau, Hong Kong, Taiwan and mainland China.

Miguel Moital speaks at the University of Vigo

Dr. Miguel Moital travelled to Ourense, Northern Spain, to speak to students of the Masters in Tourism Management and Planning.

His presentation focused on the management of experiences associated to inland tourism. During his week-long visit, Miguel also talked to tourism lecturers of the University of Vigo.



Dr. Miguel Moital (left) with Dr. José António Fraiz, Masters Coordinator (centre) and Dr. Duarte Morais, from North Carolina State University, who was also visiting the University of Vigo (right).

Collaboration

Two days in February were spent with colleagues from the University of the West of Scotland working on social media and potential research bids.

Thursday saw academics from the School of Tourism and Event students doing their final year option, Creative Media & Events, in workshops or individual sessions with Dr David McGillivray and Jennifer Jones. See some of the conversation going on at #BUSocialMedia <http://storify.com/jennifermjones/busocialmedia>. One of the interesting items identified was that of memes and

this one is shared with us from student Freya Thornton: On the second day, Professor Roger Vaughan, Dr Matt Frew and Caroline Jackson were joined by Professor Malcolm Foley, Vice Principal (Teaching and Learning), Professor Gayle McPherson, Chair in Events & Cultural Policy, Dr David McGillivray (Reader in Events & Culture and Jennifer Jones (<http://jennifermjones.net/>) from

the Faculty of Business and Creative Industries, University of the West of Scotland. This 'hothouse' of activity will eventually result in collaborative research bids.

Clive Allen travel to Russia

Clive Allen, Programme Leader for BA (Hons) Leisure Marketing has recently visited Russia twice. In the first visit, he gave a talk to an invited audience at the British Council Moscow on the topic 'Mega-Sporting Events – Welcome to Russia', while attending an ITEC Higher Education in the UK Fair.

During his visit he also had face to face discussions with both the President and the Head of International Relations of the Moscow State Institute for the Industry of Tourism, on possible research and educational co-operation between the two institutions. In the second visit, he attended the British Council's Moscow Education Fair where he talked to prospective BU applicants on 'Tourism – Economic Development, Social Development, Career Development'.

Last Summer he also met a British Council sponsored delegation of Russian Private School Career Advisors on their visit to the BU Talbot Campus.

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School of Tourism involvement in forthcoming Olympic and Paralympic Games

What's all the fuss about Olympic and Paralympic tickets? Many of the School of Tourism undergraduate and postgraduate students and staff are involved in a number of Games related research and activities. The roles that they are undertaking include being: torch bearers, Games Makers, press officers, venue managers, interpreters, transporters and working with related activities for companies such as Sodexo and sponsor events.

Those involved include: Virginia Bailey, Debbie Sadd, Dorothy Fox, Alexis Major, Emma Kavanagh, Sophie Wrench, Rosemary Carter, Amy Unwin, John Millard, Rosie Hammond, Rachel Rhodes, Emma Lincoln, Aini Maensivu, Charlotta Eriksson, Zoe Poole, Rongrong Zhang, Eleanor Cole, Sophie Ridge, Shun-Han Chang, Jessica Bailey, Mustafa Saricalar, Leroy-Winston Scott, Valentina Tkachenko, Harriett Clarke, Lucy Vollborth. There are many more so please let us know for the next edition. By then we may have got more details about the activities confirmed to give you more details and some comments about their experiences so far.

The RELAYS (Regional Educational Legacy in Arts and Youth Sport) team is continuing to have very close links....

Leadership Academy: Wey Valley School on 10th February and 18th of April. BU students will deliver this event and aim to provide pupils from years 9-13 with the leadership skills necessary to assist the delivery of simple games and sports. The hope is that all participants will have some understanding of delivering simple sports activities and developed some practical skills that will assist them during the delivery of sessions.

Art of Sport: Art of Sport on the 4th of May at Redlands community sports hub is the big one for RELAYS this year as they expect 1800 year 7 pupils to arrive at Redlands to experience a wide range of performing arts and sports. To make this event happen Relays are looking to recruit over 200 BU students to either deliver the activities to the children or to be a group leader. Each BU student will be accompanied by a Weymouth College student, which is great as it could build new or strengthen established links within the community.

Weymouth Beach Festival: On the 2nd and 3rd of July and the Live Site. This event will see 400 year 3 & 4 pupils get themselves down to Weymouth beach for the day to experience some activities which they might not get a go at in school, such as kayaking, sailing, Tchoukball and Aerial Art. This event will require around 20 BU students to either deliver some of the activities or be a group leader.

All of these events have been given the approval by LOCOG to use the INSPIRE mark logo.

"The London 2012 Inspire mark is the badge of the London 2012 Inspire programme which recognises exceptional and innovative projects inspired by the 2012 Games."

Live Site: will also run on Weymouth beach during Olympic Games time and RELAYS are working alongside Active Dorset to help deliver this event which once again is on Weymouth beach. The event will last for 17 days where we expect thousands of residents and tourists to come have a go at a sport of their choice be it tag rugby, volleyball or kayaking. To help see this event run to the best that it can we will be taking in BU down to Weymouth in slots of 4-5 days where they will assist in the running of the event. Roles will include: data collection, marshalling, officiating, promoting NGB's and their sports as well as delivery of activities.

Recent publications

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