

Hayes, Lisa Marie, University of Waikato & Robertson, Jan, WINTEC

PRAXIS AND ADVOCACY

Oral, 30 minutes

Sensory Ethnography: Enhancing logistical event management planning

We argue that students learn through employment of multiple senses. When concepts are complex, understanding can be greatly enhanced if theory is 'explained' in conjunction with case studies, examples and experience. Ethnographic storytelling, especially the use of photographic, and video media are examples of sensory ethnography. With the development of social media, such as YouTube and Flickr, one can create, at minimal expense short clips that have the potential to be employed as educational tools that facilitate comprehension of, often complex theory and theoretical practices.

This paper provides a series of Flickr clips that have been developed and applied in WINTEC's graduate event management papers. The focus of these clips has been on Event Management Logistics: having the 'right' thing, in the 'right' place, at the 'right' time, to ensure positive/satisfactory consumer experience. We will discuss how we collected, edited, and compiled these clips. We will also share the students' responses/reactions to these clips and their perceptions as to whether our stated intention: to facilitate comprehension of, often complex theory and theoretical practices has been achieved.

Lisa Hayes - bio is found on the previous page

Jan Robertson is a senior tutor at WINTEC in the Faculty of Business. A keen tramper, photographer, and advocate for host community consideration in the provision of local, regional and national events, Jan teaches on the Bachelor of Applied Management, specializing in the Events Management endorsed programme. Jan is an advocate of the adage – a picture tells a thousand words. She has been actively exploring ways through which her teaching is enhanced to provide relevant and meaningful interpretation of leisure and event management theory to students from diverse backgrounds with divergent event management career aspirations. With developments of social media technologies Jan has been exploring uses of Flickr, YouTube and other forms of photographic and video representation to create educational clips from a variety of NZ events, to employ with her classes.