

LV6 Contemporary Themes CONFERENCE LEARNING LOG

STUDENT ID: 1711154

STUDENT NAME:

SHEIKH AHMED

WEEK 1 & 2

Monday 27th April 2020 – Monday 11th May 2020



Welcome to my log... for this assignment we have been tasked with a group project to setup a virtual conference and participate – deliver individual presentations. We were informed that the conference must be surrounding contemporary themes within Global Hospitality and Tourism. We were given contemporary theme ideas to individually select for presentations and were also allowed to research relevant contemporary themes that were not listed, allowing us to feel unrestricted and explore our passions. We were informed that the crucial challenges include working as a team, planning, organising, management, technical aspects and marketing, which will enable us to successfully setup a virtual conference from the ground up.

The first two weeks were spent developing the structure for our project and assigning tasks. This is a two week log.

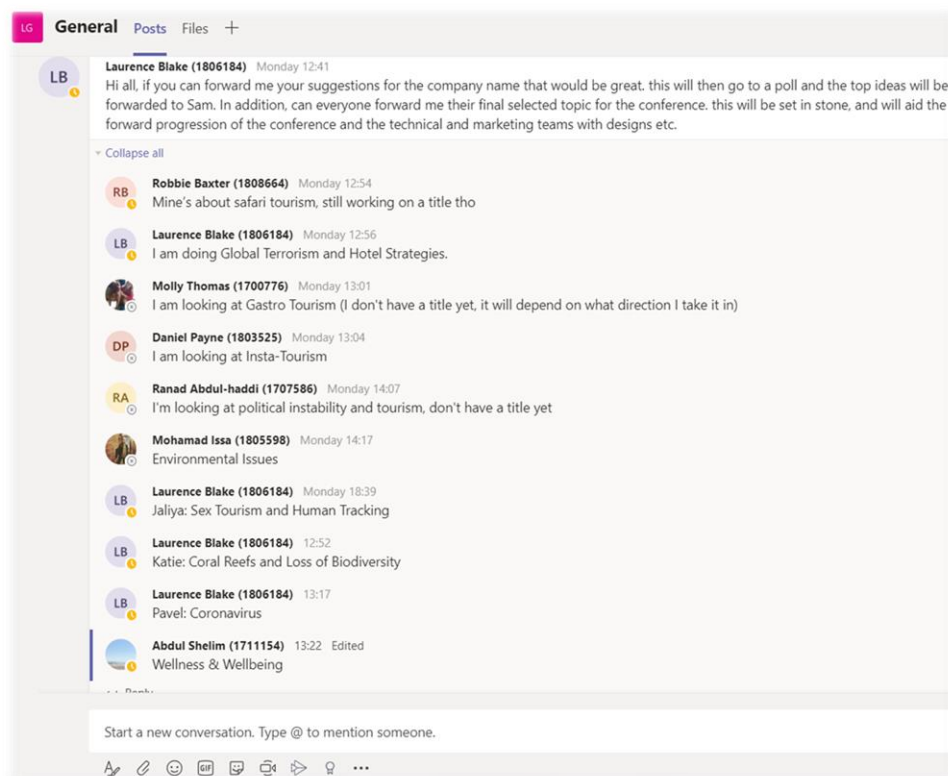
Planning & Organising

The first step we took was setting up a communication channel for the entire team to hold discussions and collaborate - that was quickly done by a team member who used the Microsoft Teams Platform to create a group and it was named L6_GRP. Microsoft Teams seemed to be the most obvious choice – we were already familiar with it as we were using it for the university.

All team members attended a virtual meeting via L6_GRP and we discussed the project. We realised the three key areas mentioned by our lecturer - Management, Technical and Marketing needed to be developed, and through guidance from our lecturer we eventually formed the areas into departments and allocated team members to the departments (according to strengths), and assigned Head of Departments (HOD's). We also assigned a Project Manager (from the Management Department) and decided it was essential to implement a voting system to finalise decisions where necessary. This was done in order to have some structure and reduce the risk of any conflict within the team surrounding personality clashes, leadership disputes and to finalise decisions. Here is the outcome:

- ✓ Management Department – Laurence (Project Manager), Molly and Ranad
- ✓ Technical Department – Dan (HOD) and Mo
- ✓ Marketing Department – Robbie (HOD), Jaliya, Paval, Katie and Myself
- ✓ Voting System – Microsoft Teams Platform

It was also necessary to establish which contemporary themes each team member would be presenting at the virtual conference. We all researched themes and eventually confirmed our choices via Microsoft Teams, which can be seen from the screenshot below:



Various Strategies

We all agreed that it would be necessary to hold meetings outside of lecturing times and we would use the Microsoft Teams platform to achieve the same. We concluded that an umbrella theme would be ideal for marketing and branding the conference. Dan from technical arranged a guest speaker; Samantha Wilson-Croft from Twr Y Felin.



Management Department

The Management Department will supervise and support other departments as well as set timeframes, share ideas and ensure activities are completed within deadlines...they also assign someone from their department to take minutes for all of the departments.

Technical Department

Short Videos, Website creation, YouTube channel, uploading design and literature – collaborate with the entire team



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Marketing Department

I am in this department. There is extensive work within marketing as with most organisations, and I am confident we will achieve success as a team. Some of our work within this department includes organisation/conference name ideas, logo/brand identity, promotional materials such as posters, brochures, website design, selection of images, videos, email campaigns, establishing our target market and literature for promotional materials.

We will inevitably work in collaboration with the other departments as they have expressed interest in sharing design ideas and voting on names, logos, website design, hotel/hospitality images, videos, and other marketing strategies. For example, market segmentation: educational establishments such as sixth forms, colleges and universities as well as hotels and tourism related organisations to name a few. In reaching decisions, the voting poll is currently a very popular tool within our group – here are a few examples:

The screenshots show four different polls created by Laurence Blake (1806184) in a Microsoft Teams channel. Each poll has a 'Forms' tab and a 'Results' section.

Poll 1: Company Name ?

Option	Percentage	Count
UWTSD	28%	(2)
IH Management	14%	(1)
Hospitrinity	57%	(4)

Poll 2: Website Design Template ?

Option	Percentage	Count
Web Template 1	57%	(4)
Web Template 2	42%	(3)

7 responses

Poll 3: Company Logo ?

Option	Percentage	Count
Logo 1	0%	(0)
Logo 2	50%	(3)
Logo 3	0%	(0)
Logo 4	50%	(3)
Logo 5	0%	(0)

6 responses

Poll 4: Company Logo ?

Option	Percentage	Count
Logo 1	0%	(0)
Logo 2	50%	(3)
Logo 3	0%	(0)
Logo 4	50%	(3)
Logo 5	0%	(0)

6 responses

Team members participated in designing logos and names for the conference/organisation and we had friendly competitions through voting! Team members expressed their creativity and the rest of us was very supportive. We created a communications channel for the Marketing Department.



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Summary

We established the following:

Conference/Project Name: Hospitrinity

Project Manager: Laurence Blake

Website: Hospitrinity.co.uk | Email: admin@hospitrinity.co.uk

Venue: www.hospitrinity.co.uk

Hierarchy & Departments:

Management Department – Laurence (Project Manager), Molly and Ranad

Technical Department – Dan (HOD) and Mo

Marketing Department – Robbie (HOD), Jaliya, Paval, Katie and Myself

Voting System – Microsoft Teams Platform

Individual tasks:

Laurence, Molly & Ranad – Take minutes, reinforcing time-frame and generally assist the team where possible

Mo & Dan – Creating videos, developing website content and mainly collaborating with the Marketing Department

Jaliya, Abdul & Paval – selecting organisations and gathering contact information for relevant invites: educational establishments, hotels & tourism related org's

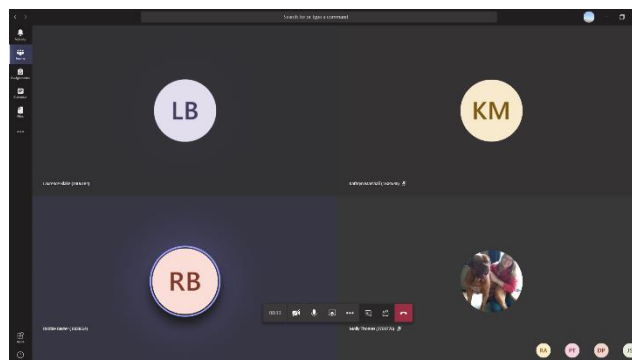
Katie – working with Mo to develop posters, email signature template and literature (writeups)

Robbie – collecting team profiles for 'Meet the Team' Webpage

Guest Presentation video by  on Hotel Sustainability arranged and received by Dan from Technical

A communications channel via Microsoft Teams for the Marketing Department.

Communication Platform for all: Microsoft Teams



I have already witnessed many changes and learned that projects are dynamic. Future logs will reflect how and why.



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Problems/Resolutions & Action Plan

Initially, communication was a major issue – misunderstandings, various platforms, team members not being kept in the loop and chaotic. The only concern as far as I can see at the moment is the extremely brief minutes – they are too basic and could be more detailed – we were taught how to take minutes at level 4 during our business skills module – what a shame. As a future manager I will practice the skills I have learned. On the other hand, the entire team is now off to a flying start and progressing with a clear direction. Especially, the marketing team - we are all finally feeling confident enough to query who, what, where, when, how and why, and getting individual tasks done for the overall aims and objectives. The resolution is to simply hold meetings with clear objectives using clear-cut communication with no conflicts or leadership issues.

The screenshot shows an Outlook email window. The main email is from Abdul Shelim (1711154) titled "Marketing Meeting to discuss activities and individual tasks". It lists several recipients including Kathryn Marshall, Paval Thekkan, Robbie Baxter, Mohamad Issa, Jaliya De Silva, Ranad Abdul-haddi, Laurence Blake, Daniel Payne, and Molly Thomas. Below the email, there is a calendar view showing the meeting on Sun 10/05/2020 from 02:45 to 03:15. To the right, a response from Molly Thomas (1700776) is shown, dated Sat 09/05/2020 11:56. Molly's message says: "Hi Abdul, Thank you for keeping me in the loop, unfortunately I won't be able to attend, although I'm sure another member of the project management team will be there to take minutes for you. Regards, Molly". At the bottom right, there are icons for "T" (Teams) and "MT" (Marketing Team_GRP).

I initiated the above meeting based on our Management and Organisational Behaviour (MOB) Module during level 5 because I realised the culture of our team was student learning oriented – most of the students have never been involved in a project at senior level or worked with entrepreneurs. All the relevant team members attended the meeting and the outcome was productive as described within the individual tasks' summary. I also learned from MOB that when an inexperienced person is given a position of authority without sufficient guidance/training they could become unintentionally and understandably challenging. For example, our Project Manager and HOD's (patience and deep breaths). However, subtle and discreet direction/ideas/contributions from team members to meet the overall goals may have positive outcomes – brilliant!

Next week we shall hold another meeting to confirm progression, discuss further activities and assign individual tasks. Until then...stay locked in! (no pun intended)

Please kindly note: the green circle has my previous name which is still phasing out of the system.

Student Signature:

Date:

12/05/2020



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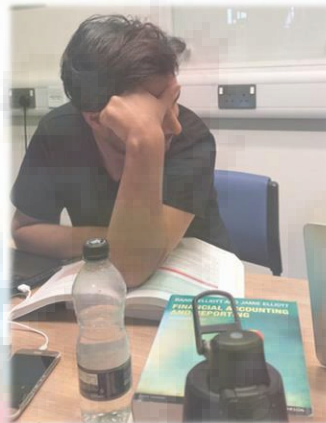
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WEEK 3 - 6

Monday 11th May 2020 – Monday 8th June 2020



***H**ello and welcome back to my journey! Well we have all been extremely busy. In fact, some of us still are – well I know I am! We have all been pushed through so many lectures, assignments, meetings and tasks from our final modules! I have now 'MANAGED' to make time for this final log! I am continuing to be 'ORGANISED' and I have done a lot of "PLANNING" which will see me complete this entire degreeeeeeeeeeee! Which I am doing 'one day at a time' - amazing advice from the best lecturer ever! 😊*

Wow! All this brain exercise (compliments to the lecturers & the university!) ...and Google, and YouTube for the music.

Where to start?! as mentioned in the previous log, we were tasked with organising, planning and managing a virtual conference from the ground up as part of a team and deliver individual presentations on a contemporary theme within the International Hospitality & Tourism Industry. We were also tasked with a 2500 word research paper to support our findings. I chose Health & Wellness and I am delighted to confirm that my presentation, research paper and virtual conference arrangements by our team is finally complete!! Ready for EXECUTION!! Good to go!!!!

All minutes were not up to standard – very little detail, despite having been taught how to take minutes during level 4 – shocking because I remember how well we were taught and I am able to recall group members work at the time, where we all achieved really good grades too. However, we were lucky to have such great quality lectures by our current tutor Sam who gave us ideas on the many ways to communicate and work together as a team to achieve the best results. I am therefore able to describe in this document how we managed to progress and develop personally and professionally.



Organising, Planning, Strategies, Managing & Actions

Organising:

We understood what our key resources were: first and foremost - The 'TEAM' - human resources - the most intelligent species on planet earth! Or at least sometimes... the team members are our most important assets! Without a team it would be difficult to achieve the best results and complete the conference within the timeframe. It would also defy the objectives of learning and practising team-work projects for real life scenarios after university.

Ladies and Gentlemen! Meet the TEAM and what they're presenting!!!



Laurence Blake

(Project Manager)
Presenting:
Global
Terrorism
& Hotel Strategies



Molly Thomas

(Manager)
Presenting:
Gastro Tourism



Ranad Haddi

(Manager)
Presenting:
Impacts of Politics and
Religion on Tourism



Robbie Baxter

(Head of Marketing)
Presenting: Safari Tourism

I don't understand what's going on with this pic – he probably thinks this is a cartoon show. Lesson: this is ok in the 21st Century, depending on the type of event – since it's tourism and Covid-19 it's probably permissible



Jaliya De-Silva

(Marketing Exec)
Presenting:
Sex Tourism



Paval Poulose Thekkan

(India's most wanted! Marketing Exec that is..)
Presenting:

*Impacts and Solutions to Covid-19 in Hotels..
Pic: Seriously..? I thought it was one of his great-great-grand-father's passport pics - It's better than the first pic he submitted. It's team banter which you may experience in real life work environments which we did during placement and on this project 😊*

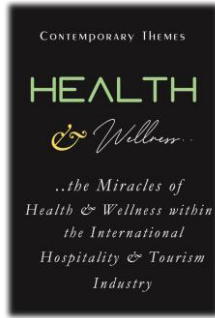


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Kathryn Marshall

(Marketing Exec)
Presenting:
Coral Reefs and Impacts



Sheikh Ahmed

(Marketing Exec)
Presenting:
Health & Wellness



Daniel Payne

(IT/Technical Exec)
Presenting:
Instagram Tourism



Muhammad Issa

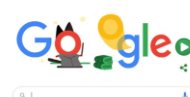
(IT/Technical Exec)
Presenting:
Environmental Impacts



Samantha Wilson-Croft

(Guest Speaker)
HR Manager at the Retreats Group in Pembrokeshire
(Wales)

Other key resources, which helped us with organising and planning:



Microsoft Teams and Outlook for communication, PowerPoint for the presentation, Word for the research paper, Internet - Google search engine for research, WhatsApp messenger between individuals as the minutes were not detailed enough, Wix.com for the website with hidden hyperlinks to YouTube for uploading video presentations due to size of videos. I used we transfer to forward my recording to Dan in technical-credit to him for the suggestion. As well as the above resources we had our lecturer Sam who provided guidance and training which was vital.

(A lot of resources and a lot to do! Time for plenty of loud music in the background!!)



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Here's an example of how we strategized and did our planning:

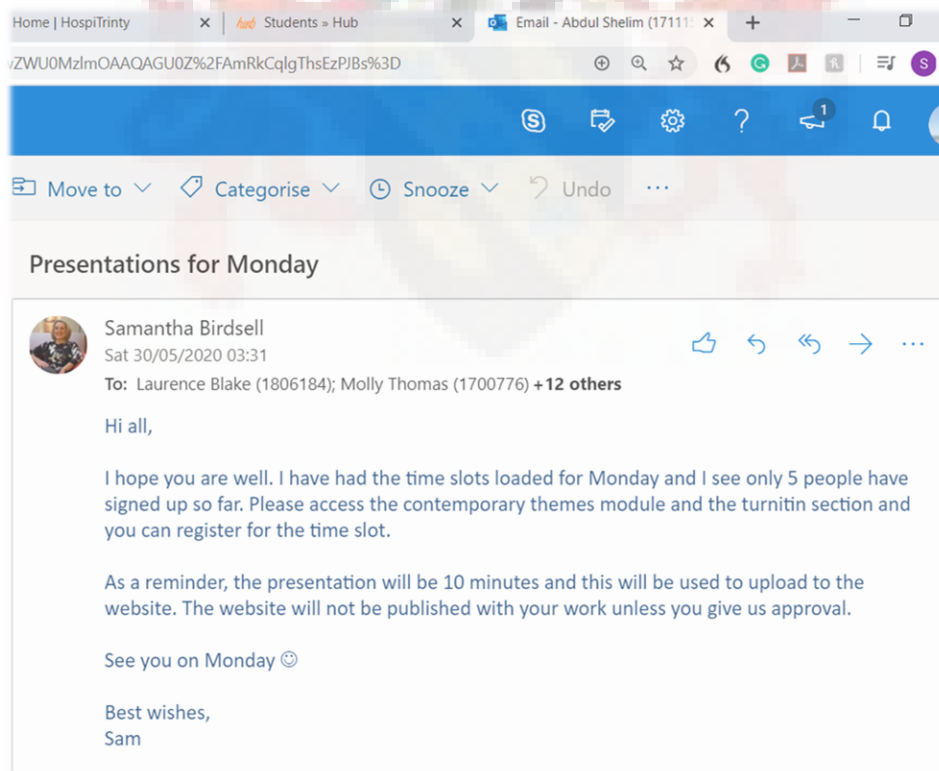


We Made Phone Calls too!



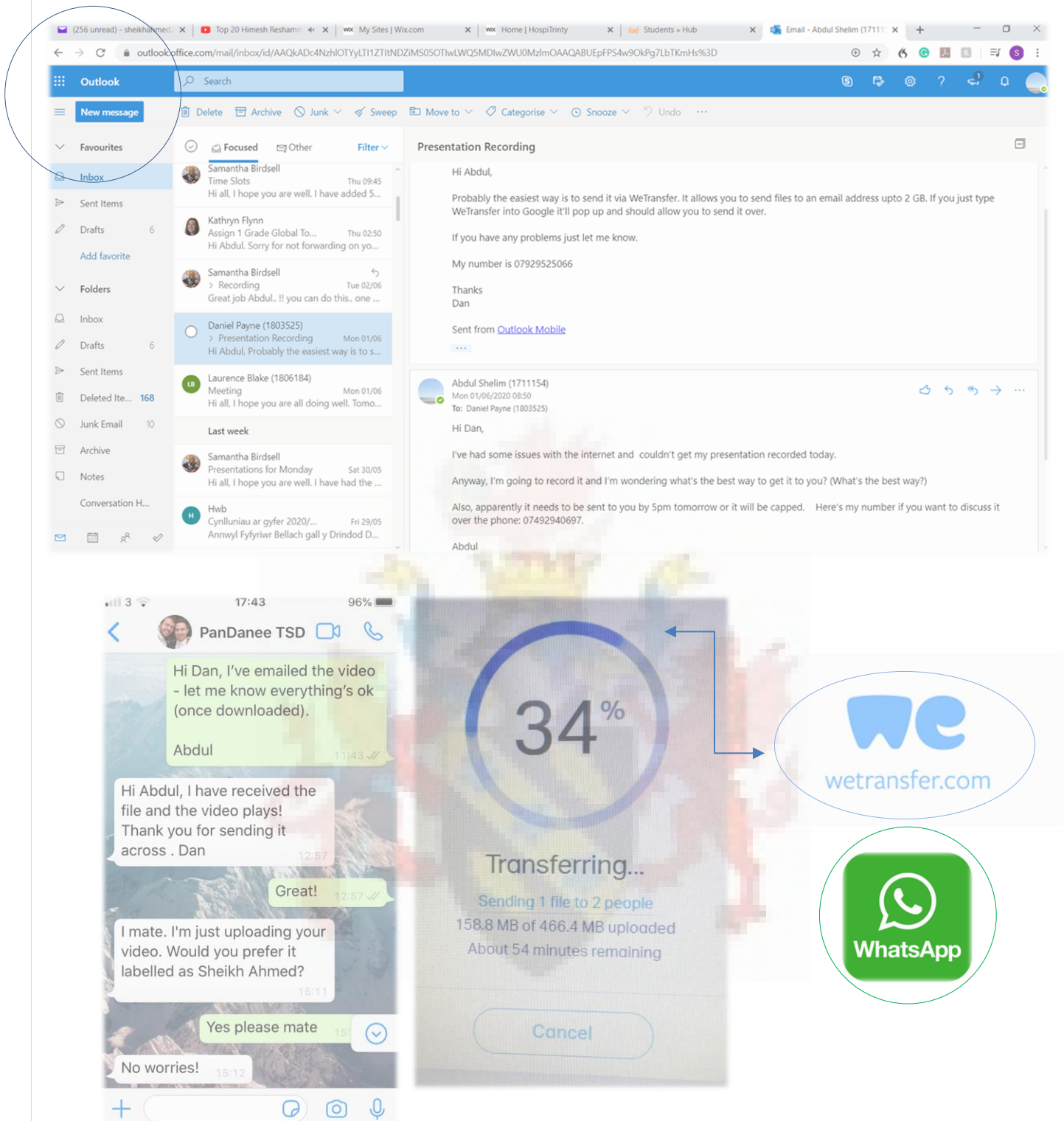
We were effective in communicating with each other. The diverse culture of the team meant it was better to hold discussions/communicate through various means/platforms – a more relaxed approach whilst still being professional – you will see later that we also emailed each other – we maintained a good balance - we are level 6 undergrads in the 21st century! Future note to myself: I must be careful with what I say and how I say things when using various communication platforms in order to take full advantage of human resources to achieve maximum performance levels...Oh! ..I managed to communicate with Mo from technical through WhatsApp and successfully made some changes (as you can see above left) – amendments were made – mission accomplished – job done – ok that's enough.

Our lecturer provided essential help through professionally guiding us in terms of planning and action - how the video presentations should be recorded and uploaded to meet deadlines. I have taken notes for future reference – learned from it as demonstrated below:



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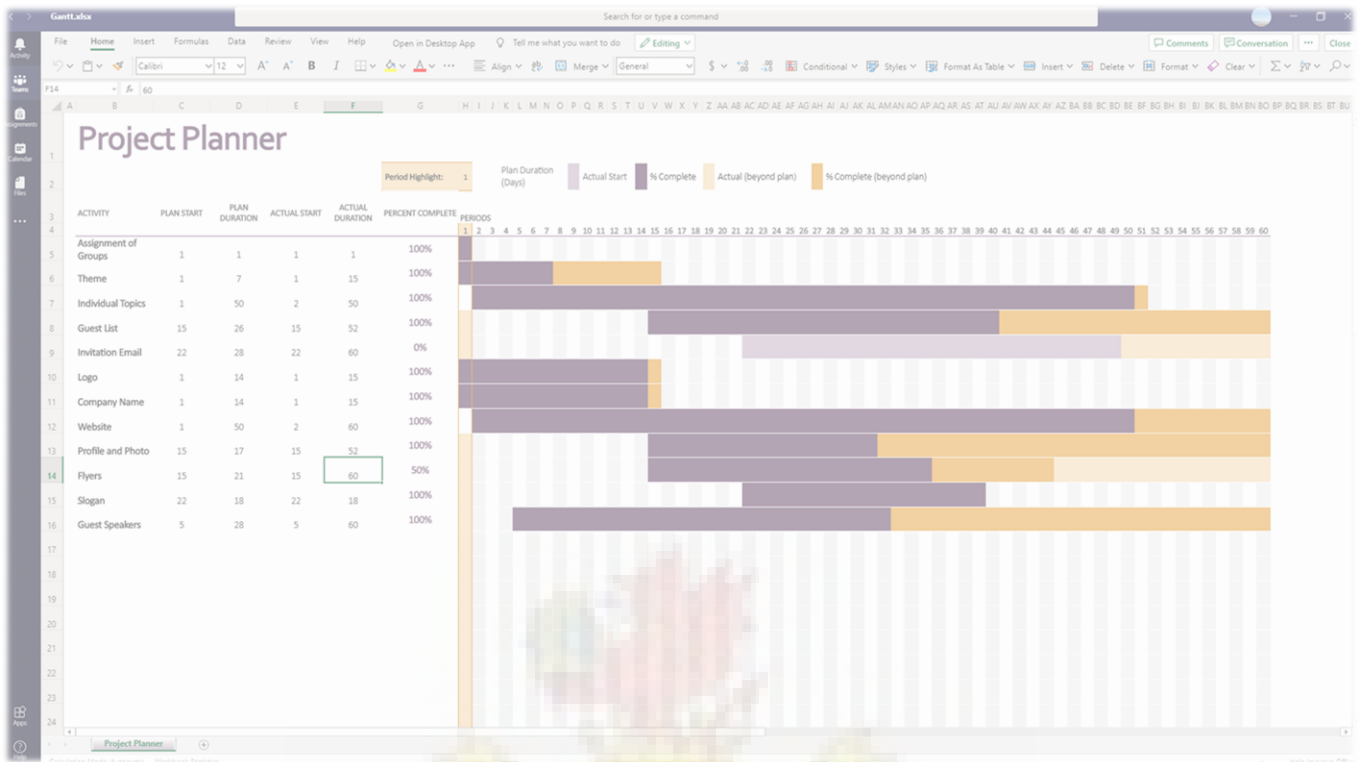
More organising and planning:



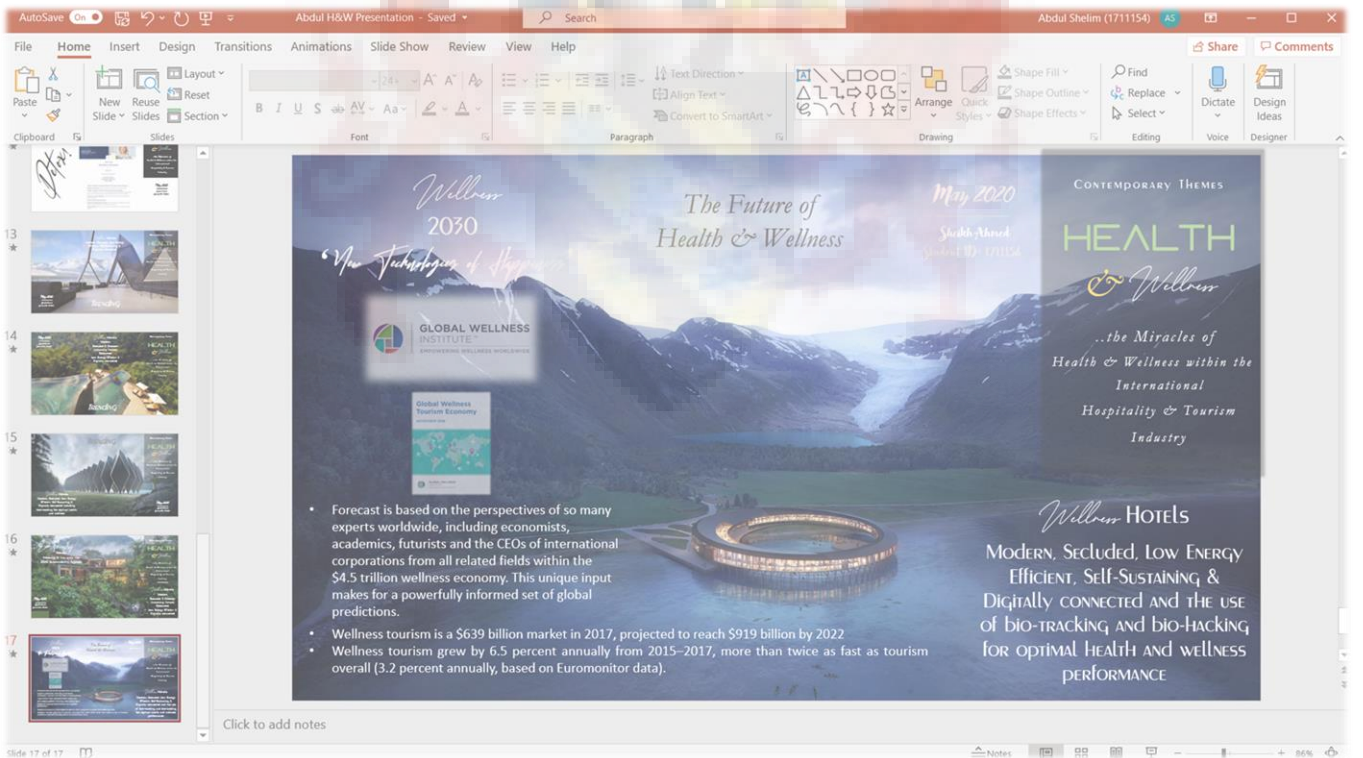
Above: there was excellent teamwork between us through a mixture of communication strategies – we all used our own initiative and mixed up the methods and we completed our tasks.



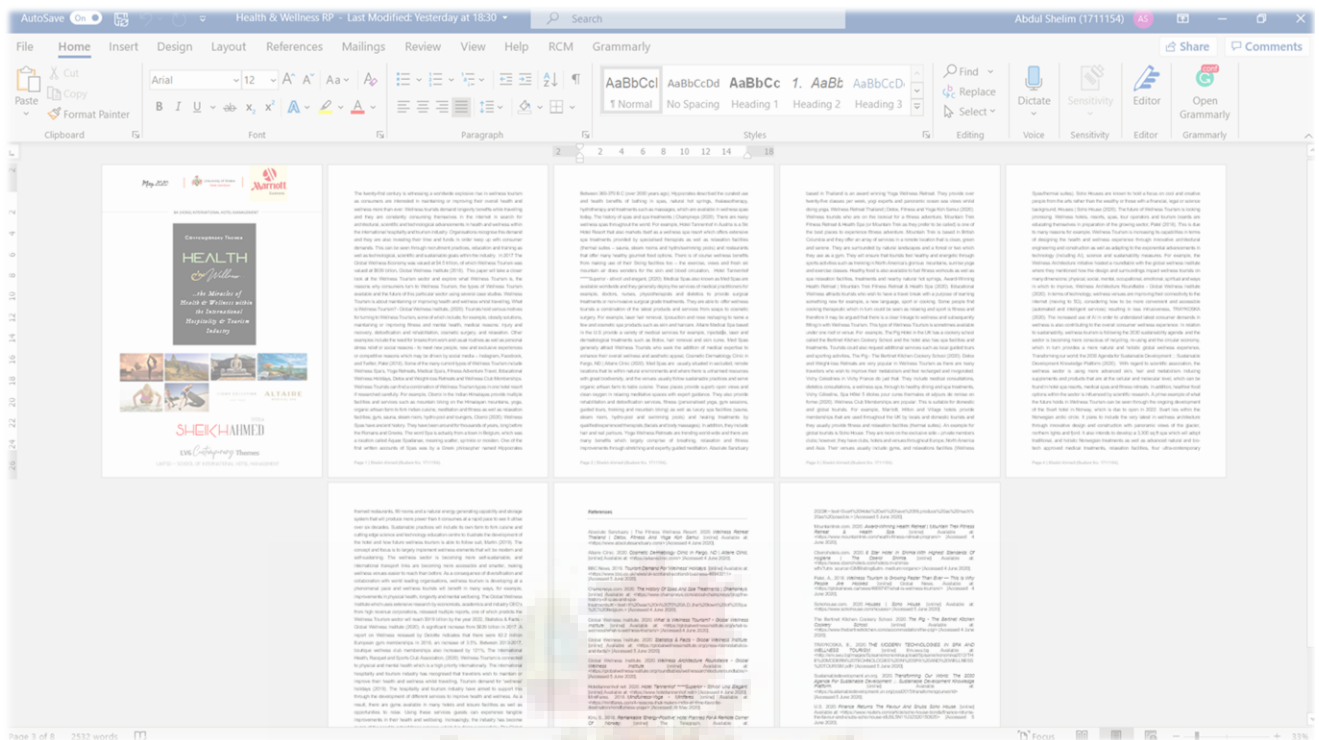
We also used a Gantt Chart/Project Planner to track progress:



One of my slides for the presentation recording:

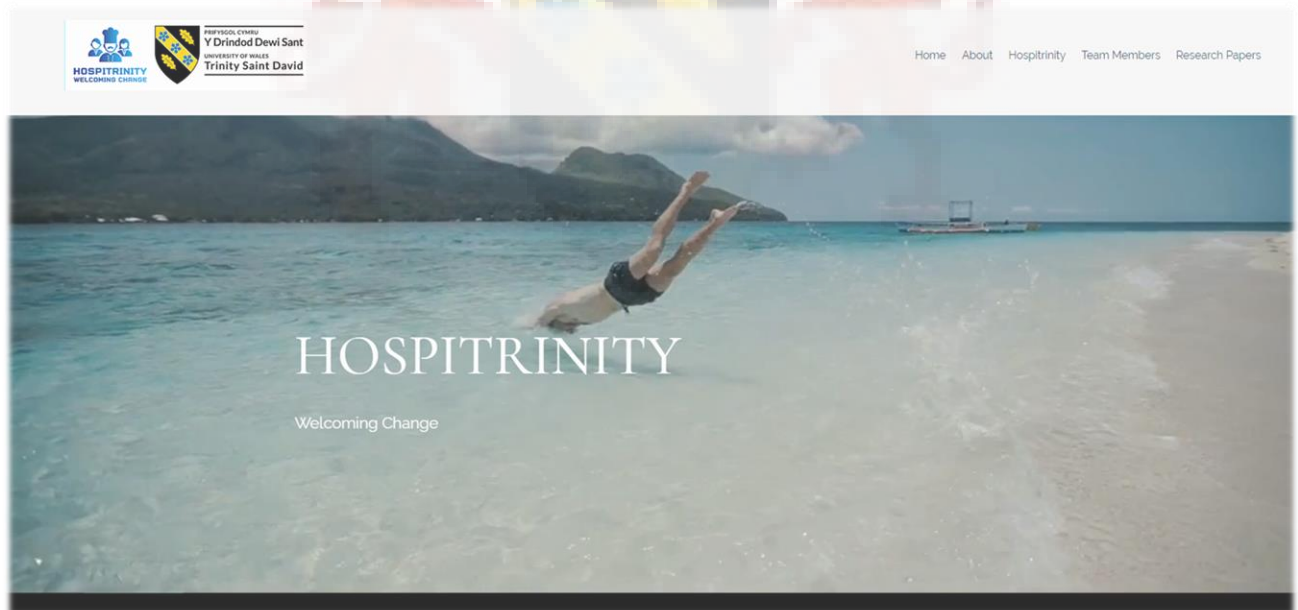


I was simultaneously working on my paper (below), which is now complete!! (Amazing brain workouts/exercise!!)



Technical Department

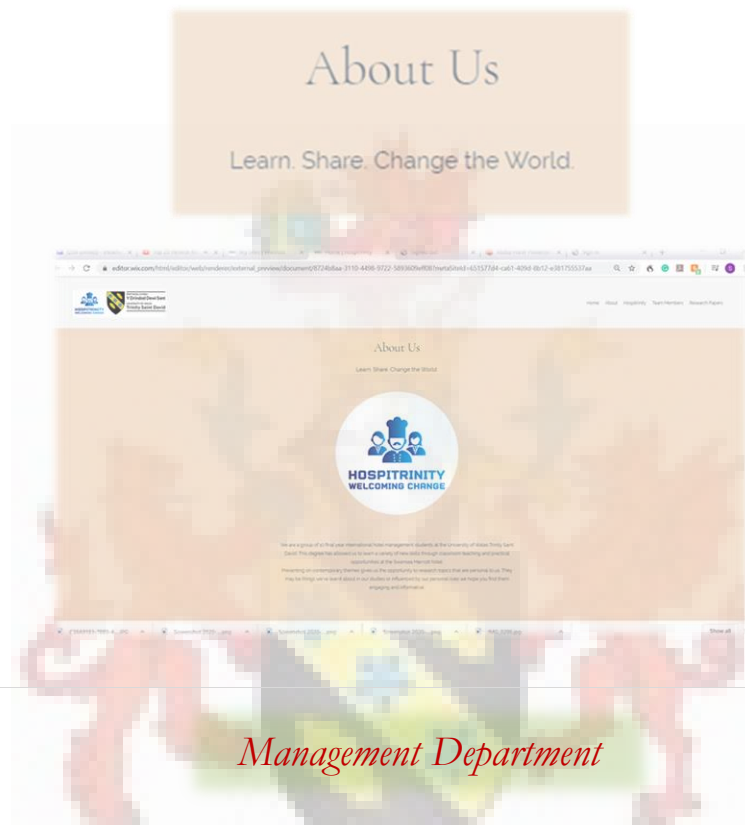
At the same time technical were busy creating the website (below), which involved a lot of graphic design, image uploading as well as uploading or linking presentation videos to YouTube – all done now!!



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Marketing Department

We researched and passed on invites for the virtual conference and helped technical design and develop pages including content, and how the website should play including the automated video played on entering the site – below is an example of a web page we helped with – all done!!



Management Department

All work is completed - the management team kept on top of the deadlines and helped the entire time move forward in a timely manner.

The only outstanding work is for the Managers to lead the way on the conference date: to be self-organised, plan liaison with relevant bodies – team members (ensure technical is there in the event of any hiccups and guests needs are met) - guide relevant team members to ensure a smooth delivery on the go live date – 8th June 2020.

All members to be on standby especially technical



Summary

Conference arrangements completed:

Conference/Project Name: Hospitrinity

Project Manager: Laurence Blake

Website: Hospitrinity.co.uk | Email: admin@hospitrinity.co.uk

Venue: www.hospitrinity.co.uk

Speakers:

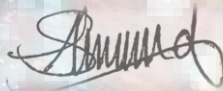
Management Department – Laurence (Project Manager), Molly and Ranad

Technical Department – Dan (HOD) and Mo

Marketing Department – Robbie (HOD), Jaliya, Paval, Katie and Myself

Guest speaker: Presentation video by Samantha Wilson-Croft of  on Hotel Sustainability received.

Student Signature:



Date:

11/06/2020

