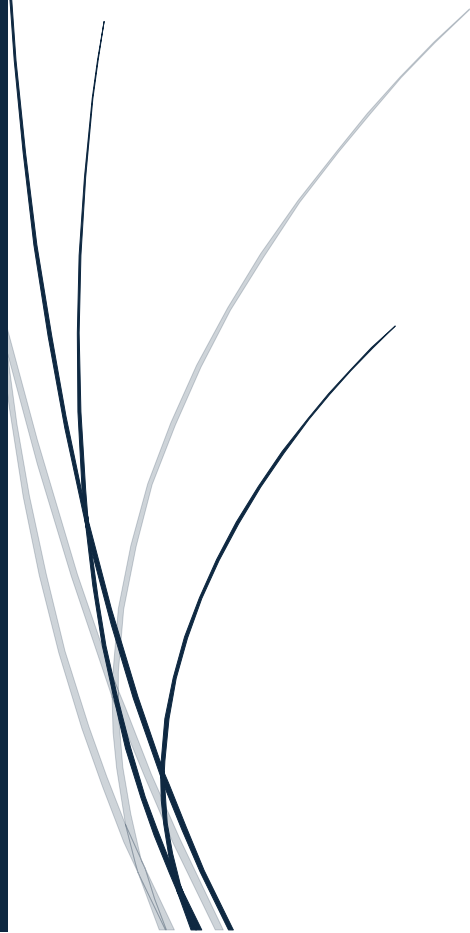


07/02/2025

Placement Development Plan

Events and Festival Experience Placement
(BMTP4016)

Jacqui Jones/ Deborah Jenkins



Amber Treharne (2502316)
1,649 Words

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

PART 1 Placement Development Plan

Stage 1 - Personal Qualifications and Skills Audit

Personal Qualifications & Skills Audit

In order to develop personally and professionally in the industry it is important to identify personal qualifications and skills for career development. Whalley (2009), finds that transferable skills are essential to education and work as well as personal development and everyday life.

Kolb's experiential learning model suggests that experiential learning begins with a concrete experience and develops through stages of reflection, analysis and evaluation before the cycle repeats with a new experience to challenge what has been learnt (Kolb, 1984). Placements are important for personal and professional development because employers are looking for university graduates who can show they are "work ready" by demonstrating basic skill development as well as "global cultural awareness skills" (Donovan et al, 2010, Jackson, 2014, Webb et al, 2009, cited in Chmielewski-Raimondo et al, 2016). I found that learning through first-hand experience is effective to develop my skills and fill in skill gaps while gaining real experience in the industry.

My personal strengths include how I am empathetic and kind, willing to learn and develop, work in a team, be disciplined and communicate to the best of my ability with an honest approach. On the other hand, I am very self-critical, anxious, unconfident and inexperienced in the industry of travel and hospitality. My time management and leadership skills could also be improved as I feel as if I am much more a follower than a leader which relates

to my uncertainty. According to Honey and Mumford's learning styles I am a reflector (Honey and Mumford, 1986), which means I prefer to reflect on experiences and observe others rather than discussing immediately. This could explain my cautious and unconfident nature.

A SWOT analysis can be valuable when navigating skills as it can help highlight opportunities clearly which may not have been found otherwise (Goanta, 2013). I find that it helps me outline skill gaps and gives a clear outline of what I need to do to avoid threats and take all opportunities to improve.

<u>Strengths</u> - Communication - Team working - Willingness to learn - Empathy and honesty - Creativity - Determination	<u>Weaknesses</u> - Lack of confidence/ self-doubt - Lack of experience - Self criticism - Public speaking - Leadership skills
<u>Opportunities</u> - Working at the House Party setup - Volunteering at festivals over the summer - Putting myself in new situations so I gain more	<u>Threats</u> - Distractions from outside life - Not pushing myself to take on all opportunities - Anxiety and stress - Time pressure

- | | |
|--|--|
| confidence with more
experience
- Networking at events | |
|--|--|

Professional Skills

The qualifications I currently have include 10+ GCSE's ranging from A to C, Level 2 digital literacy skills and a Distinction in Music Performance and Production.

The only qualifications I have which could be relevant are English, Maths and perhaps some knowledge I have of the music industry I can use towards events.

I have work experience in Swansea Arena working in a team but also decision making and presenting while working on assignments, booking venues and performing live on stage with my band. I have developed some problem-solving skills here too as I have been required to answer customers questions as well as frequent issues with invalid tickets. I have basic presentation skills developed through education, but I can improve these by analysing my feedback from my debate presentation and working to improve in future.

Skills Audit

Skill	Description	Rating (1 low – 5 high)	Evidence
Communication	The importance of communication is even more significant in tourism and hospitality as we have customer facing positions. Meaning that the connection is deeper between customers and employees (Jameson, 2007; Lolli, 2013a; Nikolich & Sparks, 1995 cited in Cuic Tankovic et al, 2023).	4	I have worked on a presentation assignment which I communicated my role and research clearly to my team to help us succeed collectively. My communication can be developed on placements through experience.
Teamworking	Using teamwork skills in the workplace can enhance communication skills, improve creativity, efficiency and create growth opportunities (Hutton, 2014).	4	I can work well in a team as I listen to everyone and understand to the best of my ability although times where it may not work include if other team members do not have the same amount of empathy

			or care to listen to my point of view as I do for them.
Personal impact and confidence	This skill can help to enhance motivation within personal development. Working in a professional environment enables confidence and a strong work ethic which will develop with experience of the role (Britts Imperial, 2025).	3	I can improve my confidence by putting myself forward for different opportunities and experiences.
Time management	Suggested by Forsyth (2013), time management is important for all job positions as you will be more likely to achieve your goals, be promoted in the job, be more productive and get more enjoyment out of a successful work - life balance.	3	I have demonstrated basic time management by handing in all assignments on time, turning up every day and on time although when it comes to mornings, I could improve organisation to prevent rushing.
Working under pressure	According to Cottrell (2015, p.259) working under pressure was the highest skill in demand by employers suggested	3	I have worked under pressure assembling parts using machinery in my previous job,

	by The Guardian. This is a transferable skill needed for all workplaces, especially in management roles.		but my only other experience includes scanning tickets and seat writing in Swansea Arena. It is so important to get customers through the doors smoothly and on time.
Self-motivation	This skill is important for everyday life, ensuring we can motivate ourselves to do all tasks and reduce fatigue when working.	2.5	Sometimes I struggle to motivate myself when I am under pressure or at the deep end of tasks although my evidence for this can include how I have handed in all assignments on time.

Stage 2 – Personal Training Needs Analysis & Skills Gap Analysis

Training Needs Analysis / Skills Gap Analysis

Skills Gaps:

- Firsthand experience
- Confidence
- Leadership skills
- Decision making
- Problem solving
- Task & time management

The training I need is a SIA door license and qualifications related to the travel industry such as travel trade training that could be useful for my future.

- SIA License – This will be useful as it is required to work some events in the UK. It will mean I am more qualified and likely to be employed as I will have training to guard against disorderly behaviour and for venues who serve alcohol (GOV.UK, 2022).
- Travel Trade Training – This provides training on the main central reservation systems used globally by “travel agents, tour operators, airlines and business travel companies” (Travel Trade, 2023).

My placement aims and objectives for this year include visiting Malaysia and Singapore on our trip, volunteering at Download and Bloodstock festivals and continuing to develop my skills with Swansea Arena placements. Next year I am interested in potentially going to Florida to work for Universal (Yummy

Jobs, 2026) but I would also love to experience and volunteer for Hellfest open air in France.

Stage 3 – Placement Development Plan

Placement Development Plan

Name: Amber Treharne

Programme & Level:

International Travel and Tourism Level 4

Placement Details:

Key Placement Aims & Objectives	Planned Placement Experiences / Training to achieve Learning Outcomes	Measurable Learning Outcomes	Practical Application of Academic Theory
To improve my hard/soft skills for the workplace.	Swansea Arena live placements	• Work efficiently under pressure. • Understand how to work in a team to the best of my ability.	At the end of every Arena lesson I reflect on what I have learnt and how I can apply this to my development for the future. I can use Gibbs' reflective cycle

		I could apply Customer service skills such as teamwork, empathy, patience, active listening and adaptability.	after my placement experience to get the most of out it and know how I can improve next time to expand my learning (Gibbs, 1988).
To gain experience working in festivals as they are larger live events with a range of more roles.	Download Festival/ Bloodstock festival/ Hellfest	- Teamwork. - Adaptability. - Expand my knowledge of how festivals operate behind the scenes.	I can use Maslow's Hierarchy of Needs (Maslow, 1943) and Kolb's experiential learning theory (Kolb, 1984). to put in practice by seeing the many components that go into organising a festival and how customers' needs are achieved in this interesting setting.

Expand my skills and knowledge in tourism – airports/ attractions/ hotels.	Malaysia & Singapore trip	I can gain confidence by speaking to those in the industry with advice and experience.	I could apply Butler's Destination life cycle theory when visiting these destinations as this shows the evolution of a tourist destination (Butler, 1980).
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A SMART goal is a useful tool to keep track of progress and achieve a target with clear variables. It is used to measure what area needs to be improved (Specific), show an indicator of progress (Measurable), who the goal is for (assignable), what can be realistically achieved with the given resources (realistic) and what amount of time it can be achieved in (time related) (Doran, 1981).

My SMART goal is to improve my experience in the travel and events industry while developing my skills/ skill gaps such as confidence, leadership skills and first-hand experience (to gain practical knowledge) by the end of the academic year, May 2026. I can do this by taking every opportunity, continuing placement with Swansea Arena and developing my skills when I start my F&B position there. I can measure my progress using a KPI (Key Performance Indicator) as this is a way to track the development of my soft and hard skills (Volt international, 2024). I can set specific goals and targets for every skill I need to develop.

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