

ABPCO University Centres of Excellence

The purpose of the ABPCO University Centres of Excellence scheme is twofold: (i) to acknowledge those universities who pay significant and specific attention to association events as part of their event management degree programmes; and (ii) to recognise the additional investment made by some universities in supporting the professionalization of the British PCO sector by undertaking high quality research and building a range of high-level collaborative industry partnerships.

The process of application

All university member departments who feel they meet the criteria are entitled to apply. An email should be sent in the first instance to notify the Association Director, Heather Lishman, of an intention to apply. The relevant email address is as follows:

heatherlishman@abpc.org. Applications can be made at any time (i.e. there is no closing date) and are free of charge. A document of no more than four A4 pages (excluding supporting evidence) will be required to explain how EACH of the criteria listed below is met.

The judging panel will consist of:

- ABPCO Chair(s)
- The Association Director
- 3 additional nominated members of the Board

The judging panel will review each application and make one of the following decisions:

- approve the application;
- seek confirmation/evidence of selected claims;
- seek clarification (and possibly evidence) of specific aspects of the application;
- reject the application with advice on how it might be strengthened for a future bid.

ABPCO University Centres of Excellence status lasts for two years and will be noted on the ABPCO web site. Successful university departments will be entitled to apply for continuation before their Centre of Excellence status elapses.

Criteria for the award of ABPCO Centre of Excellence status

The criteria are demanding but some can be demonstrated in a variety of ways. ALL criteria must be met before Centre of Excellence status can be awarded. ABPCO does not operate a

quota system; any number of universities that meet the criteria can become a Centre of Excellence.

1) Courses and the curriculum

- Course provision that ranges from undergraduate to PhD level in event management.
- A curriculum that is informed by research - including that on the association sector - and the perspectives of association event management practitioners.
- Students are informed about careers in association event management and assisted in developing their knowledge of that sector via a range of creative and distinctive means.

2) Event management research leadership

- An extensive and established track record of high quality research outputs. This would be illustrated by a blend of the following: PhD completions, funded projects, publication record of staff, 'home' of journal(s) and books.

3) Event management consultancy

- An extensive and established track record of influencing international, national and regional policy and practice in the private and/or public sector (indicative evidence might include private and public sector clients and prominent reports that are referred to by decision-makers).

4) Learning resources

- Extensive library collection including official sources and electronic journals, including material that relates to association events.
- An estate/facilities that exemplifies best practice.

5) Academic staff

- Well qualified academic staff with sufficient critical mass for specialist functions (indicative evidence would include numbers/proportions of staff with PhDs, fellowship status membership of professional associations etc.).
- At least one professorial appointment relating to event management.
- A network of Visiting Fellows (industry) and Visiting Research Fellows and Visiting Professors (academics).

6) Graduate employment

- An exemplary record of graduate employment in association events (indicative evidence might include first destination statistics and case histories of students who have progressed within the sector).
- Demonstration of engagement with employers and research on employer needs and expectations in the association event management sector.
- A programme of activities to enhance the employability of their graduates. This might include networking events where students could meet employers from associations.

8) International connectivity and leadership

- A well established network of active academic and practitioner relationships, illustrating elements of 'thought leadership' internationally among both constituencies.

9) Distinctiveness and added value

- A programme of embedded activities that significantly enhance the contribution the university makes to students and the sector. (This is an opportunity for institutions to showcase additional strengths.)