

University's Business School offer a helping hand to the events industry

The University of Edinburgh Business School is offering help to the events industries hit so badly by the pandemic with a generous new scholarship programme.

The Business School is announcing today an Edinburgh Events Industry Scholarship programme for its Executive MBA degree course. There will be five scholarships for the two year part-time executive course. These are intended for experienced professionals from the performing arts, hospitality, tourism and museums and galleries sectors in Edinburgh. The new course begins in December and applications must be made by 30 October 2020. Applicants who receive the scholarship will have to pay only the deposit of £1500. The remaining fees of £29,850 will be covered by the award.

The Executive MBA aims to upskill professionals in areas such as analysis, innovation and strategic leadership which are regarded as essential skills in the events world after the pandemic. There is also tailored career coaching.

Julian Rawel, Director of the Executive MBA at the University of Edinburgh Business School, said: "Covid-19 has damaged Edinburgh's renowned creative sector and events industry this year and poses a huge risk to the visitor economy in future years. People working at a senior level in the arts, events and tourism are going to have a vital role in helping the city

adapt and rebuild.

“As part of the University of Edinburgh, the Business School is committed to the interests of the city and the wider region. We hope that by setting aside five of our expected thirty-five Executive MBA spaces for local creative professionals, at a greatly reduced cost, we help in the wider effort to protect Edinburgh’s economy for the long-term.”

Individuals or organisations interested in applying are asked to consider how they would use the qualification to assist Edinburgh’s future, setting out their thinking in 500 words. Applications can be submitted here: <https://www.business-school.ed.ac.uk/scholarships/edinburgh-events-industry-scholarship>

Lesley Williams, Managing Director of BestCities Global Alliance and an Edinburgh MBA alumna, said:

“The tourism and creative sectors are key drivers of Edinburgh’s economy and its global reputation as a leading destination. The disruptive effective of the global pandemic on these sectors in particular is undeniable.

“Recovery, when it comes will need strong strategic leaders to help rebuild and reconfigure the industry. Giving five professionals from these sectors the opportunity to develop on an Executive MBA is an excellent investment not only in them but also in the city.

“My own journey on the MBA programme at the University of Edinburgh Business School opened up so many new horizons, equipping me with knowledge and most importantly the confidence to grow professionally.”

