

2024 WLCOW Innovation Travel Scholarship (Cardiff Metropolitan University)

Laura Morgan

Laura was strongly recommended as a worthy recipient for this award by Professor Brian Morgan. Laura was awarded a distinction in the Cardiff Met Postgraduate certificate in sustainable leadership, 2024 Laura is the leader of a (virtual) global team for Eversheds



Laura stated that her project sought to identify the cultural nuances that influence event planning in Barcelona. She plans to gain valuable insights into its traditions and customs and how they are experienced by visitors through event management. She will then incorporate these insights into future Welsh events, enhancing attendee satisfaction and engagement. She also aims to also explore the collaboration between local and international event managers. Gaining insights into their successful partnerships will reveal best practices for cross-cultural

teamwork Laura intended to work with two key teams - IBTM events exhibition team and the Formula one Spanish Grand Prix team to understand the logistics behind successful events. Laura stated *“Working with experts in Barcelona will allow me to connect with top industry professionals. Building these relationships can open doors to new opportunities and collaborations in the future. The knowledge and skills gained from this research will be shared with colleagues and other businesses in Wales. This will improve local event management practices and contribute to the overall growth of the industry, expanding event management capabilities in Wales.”* Laura believes that receiving this Award will be a transformative experience, equipping her with the skills and knowledge to excel in her career and contribute to the economic development of Wales *“The insights gained from this trip will enhance my ability to plan and execute successful events, benefiting both my career and the broader Welsh business community”*. WLCOW would benefit by association with this and build useful links with her firm and her Global network.

Dr. Kathy Seddon
Past Master
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