

# Agile Research in Practice

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# Our White Paper

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Research started in June 2020, published Oct 2020

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Core idea was to identify responses to the pandemic within the events industry and adapt our curriculum accordingly.

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But.... We were still in and out of lockdown measures and we had to find a more flexible way of undertaking and fulfilling our research ambitions.

# Agile Manifesto

Individual and Interactions



Over Processes and Tools

Working Software



Over Comprehensive  
Documentation

Customer Collaboration



Over Contract Negotiation

Responding to Change



Over Following a Plan

# Research Methodology



Non-linear



Iterative



Collaborative



Observation



Events Industry Forum

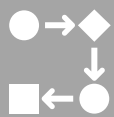


Industry Response to the pandemic

# Contextual approach to research



Intuitive application of Agile approach requiring constant response to change



Many iterations as the circumstances evolved so constantly going out of date – does it still have value?



This adaptive research approach perhaps requires a different kind of rigour.

# Key findings

## Safe Event Delivery

- PPE/social distancing/cleaning regime

## Curating Virtual Events

- Narratives/engagement/hybrid/ideation

## New Ways of Working

- Multi-platform communication/flexibility/technological competence

## Scaling Up

- Flexible business models & contracts/shared financial risk

## Building Business Resilience

- Diversification/reserves/competencies

Application  
of research -  
Outcomes  
from White  
Paper for  
students

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Contextualising our  
teaching

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Ensuring programme  
relevance

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Future-proofing

# Key impacts

## Safe Event Delivery

- Risk management/planning capability

## Curating Virtual Events

- Creative concepts/event technology/critical reflection

## New Ways of Working

- Using multiple platforms/adapting to change/presentation

## Scaling Up

- Knowledge of business models/management confidence

## Building Business Resilience

- Entrepreneurship/team working/expectation management



# Pedagogy

Active Blended Learning

Changemaker

Events Industry Forum, leading to Industry Partners Group

Mentoring

Live, hybrid and virtual event delivery experiences

Investment in technology & digital skill development

Real world work opportunities & placements

Strategic & operational risk management

Agile Entrepreneurship

Cultivate positive polymath mindsets

# Next steps

- How has this fed into the T&L for 2021/22?
- What comes next?
- How could this research approach be developed further?
- How we are sharing this research approach with our students?





Thank you  
Any Questions?

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