

# EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

UTS: AUSTRALIAN CENTRE  
FOR EVENT MANAGEMENT

MEXICAN  
CONFERENCE  
PARADES  
INCUBATOR  
INGREDIENTS  
PRODUCTS  
CONSUMER  
LOCAL  
FRIENDLY  
WEDDINGS  
EXHIBITION  
PRODUCTS  
EVENTS  
CORPORATE  
WORKSHOPS  
PLANNERS  
LOCALS  
EVENTS  
CONCEPTUAL  
SPORTS  
EVENTS  
PROFESSIONAL  
EVENTS



# EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT



## BUILD YOUR CAREER IN THE EXCITING WORLD OF EVENT MANAGEMENT...

The Australian event industry has experienced significant growth over the past decade or more. This growth has resulted from governments seeking to leverage events for economic purposes, and an expanded recognition by the private sector of the role of events in building relationships with customers and trade intermediaries, and in providing access to new ideas, technologies and markets.

As the industry has developed, so too has the demand for trained professionals in the field capable of planning and delivering events of various types including festivals, meetings/conferences, exhibitions, sporting events, parades, product launches, networking events and corporate parties.

### KEY INFORMATION

#### COURSE DURATION

The course is taught over 4 days from 9am–5pm.

The program will be delivered by employing a mix of lectures, class exercises and case studies.

#### LOCATIONS AND DATES

In 2015 courses are to be held in:

Sydney	17 – 20 February 2015 22 – 25 Sept 2015
Melbourne	14 – 17 April 2015 10 – 13 November 2015
Brisbane	26 -29 May 2015
Adelaide	2 - 5 June 2015
Perth	21 - 24 July 2015

For information about international courses, dates and locations, see our website [www.acem.uts.edu.au](http://www.acem.uts.edu.au)

### THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT, UNIVERSITY OF TECHNOLOGY, SYDNEY

The award winning Australian Centre for Event Management (ACEM) was established in 1999 to further develop and support the work of UTS in promoting best practice in event management. In performing this role, the Centre works closely with industry to provide innovative, high quality, practically orientated and locally relevant education programs. These programs are not only taught within Australia, but are also conducted internationally (London, Beijing, Edinburgh, Kuala Lumpur, Singapore and Kuching)

Additionally, ACEM undertakes research projects designed to grow the body of knowledge in the field of event management. Areas explored through these projects include event impacts and legacies, risk management, marketing and event operations. The Centre also conducts an annual seminar series and a biennial conference, both of which serve a major professional development role within the Australian event industry.

To support its programs, ACEM has developed one of the field's most referred to texts: *Festival and Special Event Management*. The success of this book has resulted in its translation into a number of languages including Chinese, Korean and Portuguese.

### WHO IS THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT COURSE FOR?

This program has been designed to both enhance the professional skill and knowledge base of those already employed within the event industry and to serve as a sound platform for people wishing to launch careers in the exciting and varied field of event management.

The focus of the course is on developing an understanding of the theory and practice of creating and delivering various types of events. The course content is based on the results of an extensive survey of Australian event management professionals.

Past graduates of this program have secured positions or been successful in advancing their careers as: corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; parade directors; wedding planners; special event organisers; government event planners/coordinators; sport event managers; hotel/resort/cruise ship based event coordinators; and exhibition organisers.

## TOPICS COVERED IN THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

EVENT INDUSTRY INTRODUCTION	EVENT PROJECT PLANNING	
> Introduction to the event planning process	> Event work breakdown structures	
> Introduction to the event industry	> Event organisational structures and human resource management	
<b>EVENT INITIATION AND THE EVENT PLANNING CONTEXT</b>	> Event budgets	
	> Event marketing and social media	
	> Venue site selection and layout	
	> Theming, performance and staging	
	> Working with event suppliers	
> Establishing event vision/mission/purpose statements	> Event technologies	
> Establishing event goals and objectives	> Designing environmentally friendly events	
> Contextual factors in event planning (e.g. legal considerations)	> Event risk management	
> Responding to client briefs, bidding, tendering	> Event Sponsorship	
> Creating the event concept	<b>MONITORING, CONTROL, SHUTDOWN, EVALUATION AND KNOWLEDGE MANAGEMENT</b>	
<b>EVENT IMPLEMENTATION/PROJECT MANAGEMENT TOOLS</b>		> Event monitoring and control practices
		> Event shutdown tasks
		> Event evaluation - processes and tools
> Gantt charts		> Event knowledge management systems
> Schedules, checklists and running sheets	<b>PROGRAM REVIEW</b>	
> The role of the event manual		> The event planning process – a review
<b>EVENT CASE STUDY</b>		
	> The event management process in operation – guest presenter(s)	

"I have taken away with me a better understanding of the events industry and all of the components that go with this busy, exciting and very rewarding industry. I have more confidence in myself and my ability to deliver an amazing event"

Kelly, Singleton Council

For additional participant testimonials, please view the links below

**Adrian Dennis**

<http://bit.ly/1cQidGb>

**Felicity de Sauty**

<http://bit.ly/HbEgMQ>

**Kathryn McKenzie**

<http://bit.ly/17RSlsj>

**Sarah Waters**

<http://bit.ly/1eF7uPf>



## COURSE PRESENTERS

Your course presenters have over 60 years combined experience in event management practice and education around the world. So you don't just learn from the curriculum, but from the years of experience these presenters bring to the classroom.

### DR. ROB HARRIS\*

**Director, Australian Centre for Event Management**

Rob is a Senior Lecturer and the Director, Australian Centre for Event Management, University of Technology, Sydney. He has an international reputation as an event management educator having delivered programs through to Masters degree level in a variety of locations around the world including the United Kingdom, Malaysia, China and New Zealand, as well as throughout Australia. Rob is a co-author of the texts *Festival and Special Event Management*, *Event Management* and the *Regional Event Management Handbook*, as well as a number of event related journal articles.

### JOHN ALLEN\* AM

**Foundation Director, Australian Centre for Event Management**

John is the foundation Director of the Australian Centre for Event Management and is a Lecturer in the Masters program in event management at UTS. John has over 30 years experience in the field of event management during which time he has been involved in the development and delivery of well over 1000 mainly public events. He is a recipient of an Order of Australia for his contribution to the Australian events industry and a Lifetime Achievement Award from the Australian Event Awards. He is also the co-author of the text *Festival and Special Event Management*.

### MEG BAILEY\*

**Director, Event Projects**

Meg has 19 years experience in event management and production, She has produced events for some of Australia's most prominent companies, including Unilever, Stockland, Ogilvy, Pulse Communications, Macquarie Capital and Network Ten. Meg's many achievements include producing Sports Illustrated's glamorous Olympic Hospitality Lounges and parties attended by over 3500 celebrities, royalty and medal-winning athletes at three consecutive Olympic Games. Meg has been a winner of the Meetings and Events Australia's (MEA) National Operations Person of the Year. In 2013 Meg established her own event company – Event Projects, having previously been the General Manager and part owner of Australia's most awarded events business - David Grant Special Events.

\* Please note the presenters may change due to circumstances outside the control of the University of Technology, Sydney.



“The Event Management course has armed me with many tools and inspiration to produce more professional & impressive events. I now have a much greater knowledge of all facets of Event Management, & can confidently apply the rules in many different scenarios. The course was everything I was expecting – and even more! I was more than satisfied with the content, structure & lecturers, and of course, it provided a great networking opportunity to engage with all sorts of different people in different roles & different industries. A well-thought out and executed course.”

Sarah, APP



### COST

The cost of the course is \$1,890 (GST free).

This fee includes:

- > 4 days tuition;
- > All course materials and a copy of the text *Festival and Special Event Management*;
- > Morning/afternoon tea and lunch on each day;
- > Certificate of Attendance.

### CONDITIONS OF ENROLMENT

There are no prerequisites for entry, however, students should have well developed spoken and written English language skills.

### HOW TO ENROL

Enrol online by visiting The Australian Centre for Event Management website [www.acem.uts.edu.au](http://www.acem.uts.edu.au). Please note that enrolments cannot be processed without payment. Early enrolment is advised as places are limited.

### DISCOUNT POLICY

Discounts apply for the following:

- > 10% discount – if the organisation is a registered charity
- > 10% discount – if two or more staff attend from the same organisation on the same dates.
- > Discounts cannot be used in conjunction with each other

### CANCELLATION POLICY

In the event of cancellation, a 75% refund will be provided if written notification of your withdrawal is received fourteen days prior to the commencement of the course. No refund will be made after this date.

### ENQUIRIES AND FURTHER INFORMATION

For more information about this program please direct your enquiry to:

**Australian Centre for Event Management, University of Technology, Sydney.**

**Tel: +61 2 9514 5156**

**Email: [acem@uts.edu.au](mailto:acem@uts.edu.au)**

More information about the Centre and its activities go to [www.acem.uts.edu.au](http://www.acem.uts.edu.au)



AUSTRALIAN  
EVENT AWARDS  
WINNER

Images - Destination NSW: Ethan Rohloff,  
James Horan, Caroline McCredie, Brett Hemming,  
Lisa Maree Williams, Anna Warr

