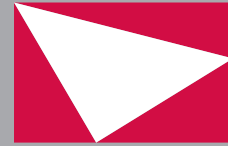


You learn. You do.
You succeed.



Edinburgh
Institute

Executive Certificate in Event Management



Build your career in the exciting world of festivals and events...

Scotland is a world leader in the creation and/or delivery of some of world's most significant major events including the Edinburgh Festivals and 2014 Commonwealth Games. Additionally, each year it plays host to hundreds of international and national sporting business events and festivals as well as smaller scale community events. As the events industry grows and develops so too do the opportunities for people trained in the management of these many and varied corporate and public events.

The Executive Certificate in Event Management is a three day intensive programme designed to capitalise on this expertise and provide the key skills and knowledge associated with the design and delivery of corporate, private and public events. Delivered in collaboration between **The Edinburgh Institute: Festivals, Events and Tourism** and the **Australian Centre for Event Management (ACEM)**, Sydney, the programme outlines industry best practice in the marketing, planning, conduct and evaluation of events.

TOPICS COVERED

The programme is designed to enhance the professional skill and knowledge base of those already with or looking to join the industry. You will study:

- Event planning, management, monitoring, control, shutdown and evaluation
- Project Management
- Event risk management, safety and security
- Marketing, PR and Sponsorship
- Greening of Events
- Managing people
- Case studies presented by local event industry practitioners

All students who successfully complete the programme will have a jointly badged certificate from the EIFET and the ACEM acknowledging their participation

OUR GRADUATES

Past graduates of this programme have secured, or been successful in advancing their careers in a variety of event related positions, including corporate in house event managers, festival organisers, public event managers, sport event managers and professional conference organisers

LOCATION AND DATES: 27 - 29 January 2014.

The course will be delivered at Edinburgh Napier University's state of the art Craiglockhart Campus, Edinburgh. <http://www.napier.ac.uk/about/campuses/Pages/Craiglockhart.aspx>

COST: £975

Including 3 days tuition, all course materials, and catering.

Please note that you may be eligible to reimbursement of 50% of the cost of this programme through Skills Development Scotland <http://www.ourskillsforce.co.uk/develop/flexible-training-opportunities/>

HOW TO APPLY

To book your place on the programme please go to our Estore <http://store.napier.ac.uk/browse/>

FOR FURTHER INFORMATION, PLEASE CONTACT

Peter Skellett,
e-mail: p.skellett@napier.ac.uk or
tel. 0131 455 4642



The standard and value of the course is extremely high. It is enjoyable, well-run and well-paced, with top class facilitators. Undertaking this course is an excellent way to lift your game and stand out from the crowd. It has allowed me to fill the gaps in my knowledge and network with other industry professionals. The content is in-depth and diverse and I have already booked two members of staff to attend the next course."

– David Jamilly, Director at Theme Traders



The course content was practical and thorough, that lead us through the creative process, to the planning, execution and evaluation of our event. I came away feeling inspired and confident, with the tools and knowledge to plan my next event, and to share my learnings with my fellow colleagues to positively impact on the charity..... I am excited to put my new professional learnings to good use.

Carrie Lennon, Store Manager,
Cancer Research Stockbridge

SOME OF OUR TEAM....



Dr Jane Ali-Knight,
Director, EIFET

Dr. Jane Ali-Knight is Director of the Edinburgh Institute: Festivals, Events and Tourism (EIFET) at Edinburgh Napier University and is Course Director of the 'Executive Certificate in Event Management'. She is currently leading and developing EIFET operations in Scotland as well as lecturing at Universities internationally and facilitating professional training and development in the field. Her recent event related experience extends to Special Events Management and Publicity Co-ordination for the Abu Dhabi Film Festival (ADFF), 2007 - 2012



Paul Gudgin,
Festival Director,
City of London Festival

Paul brings with him over 25 years of experience of working with major UK festivals. He was appointed Festival Director of the world largest arts festival - the Edinburgh Festival Fringe in 1999 and his 8 years there saw an unprecedented expansion of the event. He is currently Festival Director of the City of London Festival, an Associate of the EIFET and has travelled the globe sharing his experience of festival management.



Dr Rob Harris,
Director, ACEM

Rob has been involved in event management training and education for over 15 years. ACEM is a world leader in advancing the professionalization of the events industry in Australia and overseas. He has an international reputation as an event management educator and has delivered professional development programmes in a variety of locations around the world.



**Edinburgh
Institute**

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