2017

1-day Workshops Series
Sydney: 24 - 28 July
Melbourne: 3 - 4 August

INFORMATION AND ENROLMENT DETAILS
The Australian Centre for Event Management (ACEM) at the University of Technology Sydney (UTS) has been at the leading edge of education, training and research in event management. Over this period, its staff have: developed and conducted over 100 educational programs both nationally and internationally (e.g. London, Edinburgh, Singapore, Beijing); written the major text in the area (*Festivals and Special Event Management*); and conducted ground breaking research in business and public events. ACEM has developed this series of 1-Day Workshops as part of its continuing efforts to assist the further professionalisation of event management practice.

**WORKSHOP PRESENTERS**

Workshop presenters have over 100 years combined experience in event management practice and education around the world. Their experience spans across large scale sporting and cultural events such as the Olympic Games, Formula 1 and the iconic Woodford Festival; as well as large scale and niche corporate and public events.

**AMANDA JACKES**

Tough calls, budget decisions, government grant acquittals, marketing talks and ongoing research co-exist in a workplace where creative thinking rules, children play and veggies grow out the back for lunch salads. It's where Amanda Jackes spends her days as general manager of the world-famous Woodford Folk Festival.

**AVANT AGENCY**

Avant is an event and sponsorship agency specialising in the Arts, innovation, and lifestyle space co-founded by Cassandra Kevin and Alyssa Sheldrake. Their clients include Merivale, Semi Permanent (a design thinking platform) and TEDxSydney. They have also worked with some of the biggest and most dynamic brands globally including Facebook, Jaguar Land Rover, Optus, Absolut Vodka and Lion.

**CIRCUS SOLARUS**

Circus Solarus is a performance group that is committed to transforming the everyday public space through street theatre, large visual imagery and community projects.

**GILL MINERVINI**

Gill is one of Australia’s creative event leaders & has produced some of Australia’s most engaging & successful international events. Through her private consultancy, Gill provides festival & event direction and creative & strategic advice to a range of national clients including the Adelaide Festival of Arts, Barangaroo Delivery Authority (Sydney), Museum of Old & New Art (MONA) and the Newtown Festival.

**MEG BAILEY**

Meg has 20 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. She is currently the Director of her own company, Event Projects.

**NOEL LANDRY**

One of Australia’s most experienced major event project managers, Noel Landry has played a key role in the design, construction and site management of a wide variety of events including the Sydney 2000 Olympics and Test Events, the Royal Easter Show, the Brisbane Goodwill Games, and Beef Australia. From 2010 to 2014 Noel was Project Director for the Australian Grand Prix in Melbourne’s Albert Park, one of the world’s most complex overlay projects which involved building a Formula 1 street circuit in a busy urban park.

**WAYNE MIDDLETON**

Wayne is a recognised industry leader, regular speaker and educator in risk management for public venues and events. As founder of the consultancy Reliance Risk, he has nearly 30 years experience in various in-house and consultancy roles across a broad range of local, national and international events and public venues.

* *Please note that presenters may change due to circumstances outside the control of ACEM UTS*
WORKSHOP FORMAT
Two different workshops may run concurrently each day. Participants can opt to attend 1 or more over the course of the week. Participants have the flexibility of creating a tailored program of their choice. Discounts available. See discount policy for details **

MONDAY 24 JUL
Noel Landry:
Successful Event Project Management

TUESDAY 25 JUL
Option 1
Wayne Middleton:
Event Risk Management: What you need to know

Option 2
Gill Minervini:
Injecting creativity and innovation to public events

WEDS 26 JUL
Option 1
Meg Bailey:
Making your corporate event truly memorable

Option 2
Avant Agency:
Developing and maintaining event partnerships

THURSDAY 27 JUL
CIRCUS SOLARUS: How to incorporate performers into your event to make it truly memorable

FRIDAY 28 JUL
Amanda Jackes:
The multi-award winning Woodford folk festival - what makes it special and what can you learn from it to enhance your own event’s operational practices

WORKSHOP OVERVIEW
The use of Project Management tools and principles within major events has been an on-going trend since Sydney’s successful 2000 Olympic Games. Topics covered: Design and layout for Event Spaces - Costing and Procurement - Stakeholder management - Effective Plans and Reporting - Construction Management - Event Site Management

This workshop will help participants gain an understanding of the fundamentals of risk management as set out under the Australian Standard for Risk Management AS/NZS ISO31000. Topics covered: Practical application of Work Health and Safety Laws - Due Diligence and Contractor Safety - Design and implementation of effective risk management and assurance systems - Crowd management, profiling and planning - Emergency Planning, Business Continuity and Readiness

This workshop will focus on creative content: how to come up with ideas, theming, design and entertainment - to enliven your event and make it stand out from the rest. Topics covered: Creativity: what is it & why is it important in event settings - Using the creative process in event planning and delivery - The role of creativity in designing the performance element of events - Creativity in marketing and promotion - Developing new audiences through creative programming - Engaging audiences and communities in the creative process

This workshop aims to inspire participants to produce amazing events for their organisations/clients. In doing so it explores the creative aspects of events and seeks to develop an understanding of how creativity can be a key factor in achieving event outcomes whatever they may be. Topics covered: Responding to event briefs - Creating the event concept - Building the ‘Wow’ factor into events - Sources of event inspiration - Designing the event ‘journey’ - Key considerations in venue selection - Making event design decisions - Theming, atmosphere, performance and food and beverage - Key factors in event production

This workshop is designed to assist event professionals transition from the traditional event sponsorship paradigm to the new world of event partnerships. Topics covered: How partnerships are changing from an era of logos into an era of creative collaboration - Creating value for the audience, the event and the brand - The importance of reach and engagement - The pitch, and understanding your clients - Closing the deal and ROI - Account management and retention - Reporting

This workshop is designed to assist event managers with the ins-and-outs of incorporating performers into their events with the goal of enhancing the attendee experience. Topics covered: Roving Performers at an Event - Stage Music Performance and Programming - Attracting outside funding and performers - Develop the performance dimension of events

This workshop seeks to develop an appreciation of the initiatives that can be employed in public event settings to enhance operational, economic, cultural, social and environmental outcomes. It takes a case study approach that focuses on the multi-award winning Woodford Folk Festival (WFF). This workshop will exam WFF’s approach to: financial management and revenue stream development; overall event management and marketing; volunteer administration; community engagement; and the achievement of cultural, social and environmental goals.
MELBOURNE
DATES AND TOPICS

THURS 3 AUGUST

Option 1
Noel Landry:
Successful Event
Project Management

Option 2
Meg Bailey:
Making your corporate
event truly memorable

FRIDAY 4 AUGUST

Wayne Middleton:
Event Risk Management:
What you need to know

WORKSHOP OVERVIEW

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WORKSHOP FEES
The cost of each workshop is $575 (GST free).
This fee includes:
> 1 day tuition
> All course materials
> Morning tea, lunch and afternoon tea
> A Certificate of Attendance from The Australian Centre for Event Management UTS

ENROLMENT & PAYMENT
Enrol online by visiting The Australian Centre for Event Management (ACEM) website www.acem.uts.edu.au or contacting the UTS Short Course administration office on short.courses@uts.edu.au or 02 9514 2912.

Please note that enrolments cannot be processed without payment in-full. If you are attending more than 1 workshop please ensure you enrol in each one separately. Early enrolment is advised as places are limited.

DISCOUNT POLICY **
Discounts apply for the following:
> 10% discount for registered charitable organisations
> 10% discount if two or more staff from the same organisation attend any workshop
> 15% discount for participants attending 2 or more workshops
> 20% discount for participants attending 3 or more workshops

COURSE WITHDRAWALS / CANCELLATION
In the event of any withdrawal(s), a 75% refund will be provided if written notification of the withdrawal is received within 14 business days prior to the commencement of the workshop session. No refund(s) will be made after this.

Organisations may substitute one staff member for another, however, ACEM must be advised of this change as early as possible. ACEM reserves the right to cancel a workshop session due to unforeseen circumstances. In such instances, any fees paid will be fully refunded.

ADDITIONAL LEARNING
ACEM plays an integral role in ensuring Event Management courses at UTS reflect industry best practices. Participants may also be interested in the following study options:
> Executive Certificate – 4 day short course
> Bachelor of Management – Event Management
> Master of Event Management

COURSE VENUES
University of Technology Sydney (UTS)
15 Broadway
Ultimo NSW 2007

Cliftons Melbourne
Level 1,
440 Collins Street,
Melbourne VIC 3000

FURTHER INFORMATION
Please direct your enquiries to:
www.acem.uts.edu.au
acem@uts.edu.au
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