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.

**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.

**LOCATIONS AND DATES**

In 2015 courses are to be held in:

- **Sydney**
  - 17 – 20 February 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)
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.

“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
Sarah Waters: http://bit.ly/1eF7uPf

TOPICS COVERED IN THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

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<th>EVENT PROJECT PLANNING</th>
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<td>&gt; Introduction to the event planning process</td>
<td>&gt; Event work breakdown structures</td>
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<td>&gt; Introduction to the event industry</td>
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<th>EVENT INITIATION AND THE EVENT PLANNING CONTEXT</th>
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<td>&gt; Establishing event vision/mission/purpose statements</td>
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<td>&gt; Establishing event goals and objectives</td>
<td>&gt; Event marketing and social media</td>
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<td>&gt; Contextual factors in event planning (e.g. legal considerations)</td>
<td>&gt; Venue site selection and layout</td>
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<td>&gt; Responding to client briefs, bidding, tendering</td>
<td>&gt; Theming, performance and staging</td>
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<td>&gt; Creating the event concept</td>
<td>&gt; Working with event suppliers</td>
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<td>&gt; Event technologies</td>
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<td>&gt; Event Sponsorship</td>
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<th>EVENT IMPLEMENTATION/PROJECT MANAGEMENT TOOLS</th>
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<td>&gt; Gantt charts</td>
<td>&gt; Event monitoring and control practices</td>
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<td>&gt; Schedules, checklists and running sheets</td>
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<td>&gt; The role of the event manual</td>
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<td>&gt; The event management process in operation – guest presenter(s)</td>
<td>&gt; The event planning process – a review</td>
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<th>PROGRAM REVIEW</th>
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“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

HOW TO ENROL
Enrol online by visiting The Australian Centre for Event Management website 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

More information about the Centre and its activities go to www.acem.uts.edu.au

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.

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