EVENT MANAGEMENT 1 DAY WORKSHOPS
25 - 29 JULY 2016
Since its establishment in 1999, the Australian Event Award winning Australian Centre for Event Management (ACEM) 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 (Festival and Special Event Management); and conducted ground breaking research in business and public events.

ACEM, which is part of the University of Technology Sydney’s Management Discipline Group, School of Business, also plays an integral role in ensuring the Bachelor of Management (Event Management) and Master of Event Management programs offered at UTS reflect and progress industry best practice in the event management field. ACEM has developed this series of 1 Day Workshops as part of its continuing efforts to ensure the Australian event industry maintains its standing as a world leader in event management practice.

**DATES AND TOPICS**

Two different workshops will run concurrently each day.

Participants may attend one or many over the week. Participants have the flexibility to create a tailored program of their choice.*

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*Discounts are available. See discount policy for details.*
CONVENOR
Gill Minervini is one of Australia’s creative event leaders & has produced some of Australia’s most engaging & successful international events.

Gill runs her own creative consultancy - gill minervini creative. Through her company, 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), Newtown Festival, Waverley, Randwick and Warringah Councils (NSW), Events Tasmania, Hobart City Council & Tourism Tasmania.

FORMERLY Creative Director for City of Sydney Events, Gill was responsible for the creative direction & implementation of their major event program including Chinese New Year Festival – building it from a small community gathering to the largest celebration of the lunar new year outside of China; Art & About Sydney – a major international public art festival; & Sydney’s Christmas Celebrations.

www.gillminervini.com

WORKSHOP OVERVIEW
There’s so much to think about when organising events that sometimes our creativity gets lost somewhere between the safety plan and the budget! Yet spending time on the creative side of your event will give it an edge, something your audience will love you for and a reason for them to come back. Theming an event and building a creative team around you to deliver that vision can be the difference between an unforgettable experience and just another “gig”.

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. We’ll look at who you’ll need to help you realise your creative vision, how to work with creative people and how to get the best from them. Event design and how it can enhance the audience experience will also be discussed as well as creative planning, budgeting and safety plan. Additionally we will look at how to engage the community as part of the creative experience.

This workshop will employ a number of hands on exercises and will explore various case studies to showcase the creative process in action.

THE NEW WORLD OF EVENT PARTNERSHIPS

CONVENOR
Avant Agency 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 Permanant (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.

WORKSHOP OVERVIEW
This workshop is designed to assist event professionals transition from the traditional event sponsorship paradigm to the new world of event partnerships. With the digital world that we live in, one-off experiences and events tied to place, time and community hold greater value than ever before. Within the corporate partnerships space we are seeing brands and events continually changing the way they work and collaborate. Partnerships have moved away from traditional ways of logo association, to co-creating content and experiences based on creative collaboration. This workshop will explore best practice in partnership development and revenue raising for events.

TOPICS COVERED
> The nature of partnerships and why they are valuable to a brand
> 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 sales cycle
> What are the tools you need to go out to market to sell an event to brands.
> The importance of reach and engagement.
> The pitch, and understanding your clients.
> Closing the deal and ROI
> Account management and retention
> Reporting

SUITEABLE FOR
Managers of corporate, government and not for profit events seeking to improve their event partnership programs.
ACCESSING YOUR CREATIVITY IN THE EVENT SPACE

Convenor
Gill Minervini is one of Australia’s creative event leaders & has produced some of Australia’s most engaging & successful international events that have delivered unforgettable experiences for diverse audiences. Known for her innovation, creativity, inclusiveness, financial effectiveness & strategic direction, Gill provides proven solutions to increase visitation & build profile for destinations through creative activity.

Gill runs her own creative consultancy - gillminervini creative. Through her company, 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], Newtown Festival, Waverley, Randwick and Warringah Councils (NSW), Events Tasmania, Hobart City Council & Tourism Tasmania.

Formerly Creative Director for City of Sydney Events, she was responsible for the creative direction & implementation of their major event program including Chinese New Year Festival – building it from a small community gathering to the largest celebration of the lunar new year outside of China; Art & About Sydney – a major international public art festival; & Sydney’s Christmas Celebrations. www.gillminervini.com

Workshop overview
Many event managers work in isolation and are responsible for every facet of their events – from ordering the port-a-loos to fundraising – so where’s the time to really develop your event and your audience? Managing events and making them fresh, creative and relevant is hard work – particularly if it’s all up to you and if you have to produce them year after year. Let alone dealing with boards, staff, volunteers, sponsors and all the authorities.

What if things don’t go to plan? How can we find creative ways of dealing with event problems? How can we learn a creative way to approach some of the challenges that events bring? How can we isolate and identify what the problem is, then know what the best solution is?

This workshop can be viewed as a follow on from Event Programming with a Creative Edge (also conducted in this series) or as a stand-alone seminar. The focus of this workshop is on how to approach the process of reformulating or re-creating existing public events in order to freshen their appeal, ensure ongoing relevance and build new audiences. Specifically, it looks at the creative challenges event managers face, as well as the creative processes they may use to reconceptualise events and solve operational issues. It aims to show, using case studies and specific examples of event problems of seminar participants themselves, how creativity can be employed to solve the many potential issues that arise in the process of event design and delivery.

Course Content
> The importance of event renewal
> The creative process and its use in reconceptualising existing events
> Stakeholders, event attendees and the creative renewal process
> Building and maintaining audiences
> How to make time for event creativity
> Creative problem solving – techniques, processes and how to use them
> Creative techniques for responding to event design and delivery challenges
> Case studies in reformulating/re-creating events
> Solving real life event challenges through creative problem solving

Suitable for
> Event managers
> Event coordinators
> Anyone wanting to make their event more creative and attract new audiences
> Anyone with an event “problem”

DIGITAL & SOCIAL MEDIA MARKETING FOR EVENTS

Convenor
For the past decade, Beth Powell has been training and consulting in digital marketing and social media methodology. Among her clients are ASIC, AMP, Toyota, and the Department of the Environment. Beth writes and facilitates the digital marketing and social media professional development programs for the Australian Marketing Institute and has run workshops for the Public Relations Institute of Australia. She also teaches digital marketing in the Bachelor of Business program at Macleay College. Prior to establishing her consulting business, Beth was the executive director of major events with the City of Sydney, responsible for the New Year’s Eve events, the City’s role in the Sydney 2000 Olympic and Paralympic Games and the Millennium and Centenary of Federation celebrations. She has a Masters degree in Digital Communications and Culture from the University of Sydney.

Workshop overview
This workshop introduces participants to Beth’s 5 step digital marketing methodology. It covers analysis of the audience and competitors; developing content; publishing and distributing, including social platforms; strategies to attract audiences; and analysis for improved performance.

Beth’s approach provides participants with a framework for developing a digital and social media marketing strategy appropriate to an organisation with little or plentiful resources. The workshop includes templates, case studies and group activities.

Topics covered
> Who are the event’s audiences, what are their preferences, what problem do they want solved, and what do they need
> Competitor analysis
> Content mapping - what is it and how to do it
> The importance of the blog
> Developing your content distribution system, including social platforms
> Search Engine Optimisation
> Search Engine Marketing – using adwords and remarketing
> How to use video to attract audiences
> Social media advertising – Facebook, Twitter, LinkedIn
> Email marketing – building and maintaining a list that loves to hear from you

Suitable for
Event managers; corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; special event organisers; sporting event managers; community event organisers; venue managers. Individuals seeking to enhance their competencies in the field of direct marketing.
**DEVELOPING HIGH IMPACT PR PRACTICES FOR YOUR EVENT**

**Convenor**
Alexis Wilson is the Managing Director of Hotwire PR in Australia. Alexis has worked in both Australia and the USA, and during her 15 year career she has provided advice to such diverse companies and events as General Electric, Mashable, Australia Day and the Sydney Film Festival.

**Workshop overview**
Learn from public relations professional Alexis Wilson about the ins and outs of PR for events. Whether you’re hosting a large community event, public brand activation or a b2b event for industry – learn tips and tricks to amplify your message and engage a broader audience.

This workshop will help you create a ‘bell curve’ public relations program for your event before, during and after the big day - that lives across press and social media. Additionally, it will overview tasks that commonly fall to the PR team during an event including; media accreditation, e-media logistics, VIP and celebrity management and diplomacy, red carpet ‘hustling’ and post-event reporting, and crisis planning and management. Participants will be encouraged to share details of their own events so that these can become the focus of discussion in the workshop, and to participate in immersive planning sessions during class.

**Topics covered**
> The role that PR can play in overall event promotion;
> Developing a PR plan based on a range of objectives that cover before, during and after an event;
> News cycle planning and management;
> Media logistics;
> Celebrities and VIPs management and leveraging;
> Influencer engagement;
> PR issues & crisis planning;
> PR metrics and reporting, and
> Speechwriting & keynote presentations.

**EVENT RISK MANAGEMENT – MANAGING THE THREATS TO A GREAT EVENT**

**Convenor**
Wayne Middleton 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. These include major sporting events, music and cultural festivals, corporate events, conventions, motor sports, product promotions, outdoor adventure and leisure activities. Wayne holds a Master’s degree in Risk Management, a BA in Administration and is a Certified Facility Executive awarded under the International Association of Venue Managers.

**Workshop overview**
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. There is risk in all facets of event management, and yet it is easy to either lose sight of these threats, or get bogged down in risk assessment while in pursuit of event delivery. Some risks are significant while others do not warrant a great deal of effort to control. The Standard sets out a process for understanding the magnitude of these risks, for consulting the right people, and for assuring they are effectively addressed.

With the advent of strict health and safety laws across Australia, this legislation mandates that reasonable and practicable efforts are put to managing health and safety risks. This requires identifying potential hazards, anticipating their health and safety impacts, and the chance that such impacts will occur. Exploring the options available for controlling risk is important, (particularly where the risk is high), and complying with requirements set out under the law.

This workshop will help you understand the range of potential risks that you might encounter in event planning and explore practical ways to address them.

**Topics covered**
> Practical application of Work Health and Safety laws
> Work, health and safety considerations for operations, mid-level and senior managers
> 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
> Relationship Risk

**Suitable for**
Event management professionals seeking to leverage public relations practices more effectively in order to grow event attendance and/or engage public relations practitioners in ways that better align with the marketing communication efforts of their events.
**LEGAL ISSUES IN EVENT MANAGEMENT**

**Convenor**
David Balog has been in practice as a solicitor for 30 years and currently the principal of his own law firm, D.C. Balog & Associates, Sydney. David has extensive knowledge and first-hand expertise in a range of commercial, property, business, planning, employment and licencing law. He has acted for small businesses, large corporations, government bodies and individuals.

**Workshop overview**
Engage in a fast and furious examination of the laws affecting event management. David promises an interesting journey through the minefield of laws effecting event professionals – what to look out for, what to avoid, how to protect yourself and what to do if everything goes pear-shaped!

This workshop will cover the legal ins & outs of starting your own event management business; help with untangling the net of compliance associated with regulatory requirements; and demystify the areas of employee rights, occupational health and safety; and the myriad of other laws and regulations impacting the process of event planning and management. Case studies and real life situations will feature prominently in this workshop.

**Topics covered**
- how the legal system works in Australia and NSW;
- how to set up an event management business;
- the basics of contract law;
- what negligence means and how to avoid it;
- what laws apply to your employees – how to legally hire and fire;
- how to put in place all necessary insurances – can you manage the risk?
- how to comply with all required government, financial and taxation requirements;
- how to conform with Council and building code requirements;
- how to gain appropriate approvals for the use of a site/venue from relevant authorities;
- how to be astute in purchasing, leasing or obtaining licenses for a venue/site;
- what the laws governing merchandising mean for an event organiser;
- what laws apply to the hiring and use of performing artists;
- how to comply with regulations concerning noise, parking and waste management;
- the best way to protect a unique event brand; and
- what data confidentiality means and why it matters?

**Suitable for**
All event professionals involved in the planning and delivery of public, corporate or non-for-profit events who wish to ensure their event adequately conforms to the legal context in which they operate.

**Workshop Fee:** $575

**Time:** 9am - 5pm

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**VOLUNTEER MANAGEMENT STRATEGIES - FREE RESOURCE OR INSPIRED WORKFORCE**

**Convenor**
Jana Wunderlich, Managing Director of Eventeamwork, is an expert in Volunteer Management with extensive experience in event operations; she is also the co-owner of Australia’s first volunteer management company – Eventeamwork.

Eventeamwork provides a professional, long-term volunteer management solution for a variety of event clients by planning, implementing and continuously improving their volunteer program to create better events.

**Workshop overview**
Take the stress out of volunteer management!

Many events cannot take place without volunteers. However, managing a diverse team of volunteers can be time consuming and daunting, and often the value the volunteer program can bring to the event is not leveraged. Being a major part of event operations, volunteer management directly impacts the event outcomes in terms of better customer experiences, more money being raised or higher participation or awareness.

This practical workshop has been developed to give event organisers easy to use strategies to make the most of their volunteer program. The workshop will offer tools for planning, recruiting and communicating more effectively with volunteers as well as structuring volunteer training. We will discuss common challenges and examples and work on possible solutions specific to your events. You will walk away with a practical tool kit to apply to your volunteer program.

**Topics covered**
- Myths and common challenges of volunteer management
- Volunteer management and management principles vs human resources
- Volunteer program planning – importance of an integrated approach and planning volunteer requirements
- Volunteer recruitment strategies
- Communication & Engagement – marketing to your volunteers
- Volunteer training – what is needed and making it count
- Volunteer Recognition

**Suitable for**
- Event managers organising single or multi-day events seeking to leverage their volunteer program
- Festival organisers
- Event organisers in the government sector
- Event organisers in not for profit organisations
- Charity event coordinators
- Special event organisers
- Sporting event managers
- Community event organisers.
PROJECT MANAGING YOUR EVENT

Convenor
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 APP’s Project Director for the Australian Grand Prix in Melbourne’s Albert Park, one of the world’s most complex overlay projects, building a Formula 1 street circuit in a busy urban park. His knowledge of event spaces extends from sporting fields of play and concerts to public celebrations, festivals, conferences and trade expositions.

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. As events and the environments in which they are staged become more complex, there is an increasing need to effectively manage project fundamentals from cost and timelines to stakeholders, logistics and risk. Looking at real life examples, this workshop provides you with practical advice, tools and tips to improve your ability to plan and deliver world class events of all sizes.

Topics covered
Design and layout for Event Spaces
- Choosing the optimal event space
- Managing the design process for events
- Cost saving through smart upfront design
- Creating engaging precincts and paths of travel
- Branding, look and feel
- Overlay versus capital cost outlay

Costing and Procurement
- Estimating your costs and setting an initial budget
- Optimal packaging to achieve competitive pricing
- Understanding and avoiding goods and services gaps
- Private sector versus public sector procurement
- Contracts, purchase orders and handshakes
- Buying versus hiring equipment
- How your contractor costs a job

Stakeholder management
- Building a cohesive project team
- Government and community
- Sponsors, partners and rights holders

Effective Plans and Reporting
- The Project Plan
- Approvals and sign offs
- The reporting cycle
- Essential tracking documents
- Effective final reports and feedback

Construction Management
- Bump In / Bump out and time management
- Contractor management with regard to scope and quality
- Staying on top of your construction costs
- Managing your site OHS risk during the build and operation

Event Site Management
- Addressing faults and complaints
- Managing changes on the ground
- Lowering your site running costs

Suitable for
Event managers; corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; special event organisers; sporting event managers; community events organisers; venue managers.

ACCOUNTING AND FINANCE FOR THE MANAGEMENT OF EVENTS

Convenor
Greg Pazmandy has been involved in accounting education at the tertiary level for over thirty years and has developed undergraduate, postgraduate and executive programs in Australia and internationally. Previously Greg worked in the accounting profession with a chartered firm. He also works as a consultant providing accounting solutions that support the development of efficient business practices for small to medium sized businesses.

Workshop overview
Accounting is often seen as boring and something best left to ‘the experts’, yet an understanding of accounting and finance is an essential part of any professional event manager’s skill set. In particular, understanding how best to allocate the limited financial resources an event manager has available to them, along with an ability to effectively estimate income, is key to whether an event is a one-off folly or an ongoing activity. Viewed this way, sound accounting practices can be said to underpin the success or otherwise of an event whether it be a large scale public event or a corporate event such as a conference or exhibition.

This workshop will highlight, in a highly interactive case study based environment, the accounting techniques used to support the event management process. In doing so it will provide an essential set of concepts that will enhance financial decision making skills of participants. Hopefully at the conclusion of the program the view that accounting is both complex and boring will be a distant memory!

Topics covered
1. An overview of accounting as it relates to events
2. Accounting terminology – how to interpret the language of business
3. Planning concepts
   a. Forecasting
   b. Budgeting – Overview
   c. Budgeting and Costs
      i. Fixed Costs
      ii. Variable Costs
      iii. Mixed Costs
   d. Timing of cash flows
   e. Cost Volume Profit Analysis
   f. Sensitivity Analysis – what happens if assumptions change in relation to cost structures and revenue (pricing)
4. Post Event review
   a. Variance analysis
   b. Analysis of revenue variances
   c. Analysis of cost variances

Suitable for
Event management professionals seeking to develop an understanding of accounting and financial management practices sufficient to be able to effectively manage, or provide oversight of, the financial component of their event management responsibilities.
Course Venue
University of Technology, Sydney
Graduate School of Business
Building 5, Block B
1 - 59 Quay Street
Haymarket, Sydney

One Day Workshop Fees
The cost of each workshop is $575 (GST free).
The fee includes:
> 1 day tuition;
> All course material, including presentation notes;
> Morning tea, lunch and afternoon tea;
> A Certificate of Attendance.

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

How to Enrol
Enrol online by visiting The Australian Centre for Event Management website www.acem.uts.edu.au or contacting the UTS short course administration office on 9514 2912. Please note that enrolments cannot be processed without payment. If you are attending more than one workshop please ensure you enrol in each one separately. Early enrolment is advised as places are limited.

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. Organisations may substitute one staff member for another, however, the Course Administrator must be advised of this change as early as possible. University of Technology, Sydney reserves the right to cancel this program. In the case of cancellation, fees paid will be fully refunded.

Additional Learning
ACEM plays an integral role in ensuring Event Management courses at UTS reflect industry best practice. Participants may be interested in:
> Executive Certificate – 4 day short course
> Bachelor of Management – Event Management
> Master of Event Management
Learn more at www.acem.uts.edu.au

Enquiries and Further Information
For more information contact:
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Tel: +61 2 9514 5156
Email: acem@uts.edu.au
www.acem.uts.edu.au

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