

EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

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The Executive Certificate in Event Management Program

The Australian event industry has experienced significant growth over the past decade. This growth has resulted from governments seeking to leverage events for economic purposes, and an expanded acknowledgment by the private sector to the role events play in the market place. As the industry has developed, so too has the demand for trained professionals capable of planning and delivering various types of events.

The Australian Event Award winning Executive Certificate in Event Management is one of the event industry's most trusted and longest running professional development programs. More than 6,000 attendees have completed this program over the past 20 years. Our program is designed to give attendees the skills and confidence to produce various types of public and corporate events such as festivals, meetings/conferences, exhibitions, sporting events, parades, product launches, networking events and corporate parties.

DESIGNED BY INDUSTRY FOR INDUSTRY

Developed after consultation with over 100 Australian event managers, it is intended to enhance the career prospects of its attendees by growing their abilities to successfully respond to the many demands and challenges of event management.

FAST TRACK YOUR EVENT MANAGEMENT CAREER

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.

SUITABLE FOR ALL EXPERIENCE LEVELS

The program has been designed to not only enhance the skills and knowledge of those employed in the industry, but also to meet the needs of professionals from other fields. As such it will satisfy the needs of:

- > current event managers who want to formalise their skills
- > industry professionals looking to expand and/or update their expertise
- > newcomers looking to enter the event management industry
- > anyone who has been asked to manage events "on the fly".

WHAT YOU WILL LEARN

In 4 days of practical training, delivered by industry experts, you'll cover the event management life cycle from concept development through to planning, implementation, shutdown and evaluation.

- > **Event planning** – concepts and theming and how to find the right venue
- > **Suppliers** – how to select and manage them
- > **Event control** – how to keep your event on track
- > **Working within a budget** – costings and budget plans
- > **Green and eco-friendly events** – incorporating sustainability
- > **Event sponsorship** – who to ask and how to get it
- > **Publicity and media** – how to get noticed
- > **Event implementation** – using Gantt charts, run sheets and an event manual
- > **Logistics** – managing event suppliers and event flow
- > **Entertainment** – managing performers, stages and audio
- > **Risk management** – identifying, analysing and evaluating risks
- > **When things go wrong** – contingency plans and event shutdowns

"The program's ability to convey key skills and knowledge associated with planning and delivery of events was acknowledged with an Australian Event Award," said Dr Harris.

"This award recognises the strong relationship between the course's content and the needs of today's professional event manager. In particular the program acknowledges that today's event manager needs to creatively fulfil strategic objectives for multiple stakeholders while also demonstrating technical proficiency and logistical expertise."

LEARN FROM INDUSTRY EXPERTS

Our course presenters are industry experts who have worked in event management practice and education around the world.

DR ROB HARRIS

Honorary Director, Australian Centre for Event Management and UTS Business School Associate

Rob has an international reputation as an event management educator having developed and delivered programs through to Masters 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*. He also serves as a judge for the Australian Event Awards and acts as an assessor for regional event grants for several state governments. Additionally, Rob is a member of the editorial boards of several key academic journals in the field.

MEG BAILY

Director, Event Projects

Meg is a Director of Event Projects, a premium events agency, specialising in on-brand event experiences with bespoke appeal - everything from large scale visual spectacles to highly stylised and intimate dinners. Over the course of her 20-year career in events management and production, Meg has produced events that include Super Bowl Super Swimsuit Parties, Sports Illustrated Olympic Hospitality Lounges and Olympic parties attended by more than 3500 celebrities, royalty and medal-winning athletes at four consecutive Olympic Games. Meg was awarded Meetings and Events Australia's (MEA) 2003 State and National Operations Person of the Year. Meg was previously the former General Manager and Executive Producer at David Grant Special Events (DGSE).

JADE WHITELEY

Events Producer

Jade Whiteley is a Sydney-based event creator, producer and consultant with extensive experience across a broad range of event genres including festivals, corporate events, gala dinners, major awards ceremonies and community events. For the past four years Jade has held the role of Operations Director for IMG Culinary, delivering nationwide festivals including Taste of Sydney, Taste of Melbourne, Taste of Perth and Margaret River Gourmet Escape. Her previous roles have included National Tour Manager for Opera Australia, Venue Event Manager for Australian Fashion Week, Talent Logistics Manager for MTV Australia Awards, Logistics Manager for the City of Sydney's Chinese New Year Parade and Production Manager for the State Theatre in Sydney.

** Please note that course presenters may change due to circumstances beyond the control of the University of Technology Sydney.*

ABOUT THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT, UTS

Since its establishment in 1999, the 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); conducted ground breaking research in business and public events; and written the major text in the area (*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. ACEM is part of the University of Technology Sydney and plays an integral role in ensuring the University's short courses, and undergraduate and post graduate event management programs reflect and progress industry best practice in the event management field.

KEY INFORMATION

2017 DATES

SYDNEY	7-10 March 2017 19-22 September 2017
MELBOURNE	28-31 March 2017 17-20 October
GOLD COAST	16-19 May 2017
ADELAIDE	5-8 September 2017
CANBERRA	2-5 May 2017
SINGAPORE	20 – 23 June 2017 21 – 24 November 2017

Overseas?

Visit www.acem.uts.edu.au for dates and locations of our international courses.

COURSE DURATION

Each 4-day course runs from 9am-5pm and includes a mix of lectures, in-class activities and case studies.

COURSE FEE & INCLUSIONS

The course fee of \$1,890 (GST-free) includes:

- > Four days face-to-face tuition
- > All course materials
- > Morning tea, lunch and afternoon tea each day
- > Certificate of attendance from ACEM UTS.

DISCOUNTS

Discounts apply for the following

- > 10% discount for attendees from a registered charity
- > 10% discounts for two or more staff from one organisation attending the same schedule dates

HOW TO ENROL

Enrol online at <http://bit.ly/ACEM2017>
There are no prerequisites for entry.

Early enrolment is advised as places are limited and do book out.
Enrolments cannot be processed without payment.

FURTHER INFORMATION

Visit www.acem.uts.edu.au or
contact ACEM on
Tel: +61 2 9514 5156

CANCELLATION POLICY

Written notice of cancellation must be provided to short.courses@uts.edu.au.
If more than 15 full working days' notice is provided, the full fee will be refunded.
Organisations may substitute one staff member for another. UTS reserves the right to cancel programs. In the event of a course cancellation, fees paid will be fully refunded.
For full details of terms and conditions, visit bit.ly/UTSSCTERMS.