



# EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

**BUILD YOUR CAREER IN  
THE EXCITING WORLD OF  
EVENT MANAGEMENT...**



THE AUSTRALIAN  
CENTRE FOR  
EVENT MANAGEMENT

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**

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, 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.

## **KEY INFORMATION**

### **COURSE DURATION**

The course is taught over 4 days from 9am-5pm. The program will be delivered by employing a mix of lectures, class exercises and case studies.

For information about international courses, dates and locations, see our website [www.acem.uts.edu.au](http://www.acem.uts.edu.au)

## **LOCATIONS AND DATES**

In 2016 courses are to be held in:

<b>Sydney</b>	<b>1 - 4 March 2016</b> <b>25 - 28 October 2016</b>
<b>Melbourne</b>	<b>12 - 15 April 2016</b> <b>20 - 23 September 2016</b>
<b>Brisbane</b>	<b>17 - 20 May 2016</b>
<b>Adelaide</b>	<b>9 - 12 August 2016</b>
<b>Perth</b>	<b>15 - 18 August 2016</b>

## THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT PROGRAM

In 4 days of practical training, you'll cover the event management life cycle from concept, planning, initiation and implementation through to wrap-up and evaluation. The Executive Certificate in Event Management program has been designed to enhance the skills and knowledge of those employed in the industry and of professionals wishing to move into the exciting and varied field of event management. Also, group activities and informal sessions give students the opportunity to network with professionals. The course content is based on the result of an extensive survey of Australian event management professionals.

"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"

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.

### TOPICS COVERED IN THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

EVENT INDUSTRY INTRODUCTION	EVENT PROJECT PLANNING	
> Introduction to the event planning process	> Event work breakdown structures	
> Introduction to the event industry	> Event organisational structures and human resource management	
<b>EVENT INITIATION AND THE EVENT PLANNING CONTEXT</b>	> Event budgets	
	> Event marketing and social media	
	> Venue site selection and layout	
	> Theming, performance and staging	
	> Working with event suppliers	
	> Event technologies	
	> Designing environmentally friendly events	
	> Event risk management	
> Responding to client briefs, bidding, tendering	> Event Sponsorship	
> Creating the event concept	<b>MONITORING, CONTROL, SHUTDOWN, EVALUATION AND KNOWLEDGE MANAGEMENT</b>	
<b>EVENT IMPLEMENTATION/ PROJECT MANAGEMENT TOOLS</b>		> Event monitoring and control practices
		> Event shutdown tasks
		> Event evaluation - processes and tools
> The role of the event manual	> Event knowledge management systems	
<b>EVENT CASE STUDY</b>	<b>PROGRAM REVIEW</b>	
		> The event management process in operation – guest presenter(s)
> The event planning process – a review		

## WHAT 2015 STUDENTS LIKED ABOUT THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

"This course has filled in the knowledge gaps I had within the events area and in turn made me more effective and structured in how I approach my event planning and execution"



"Good resources, many case studies, interesting/engaging instruction and lectures, great examples (photos/videos/samples)"



"The wealth of knowledge and experience that the presenters brought to the sessions. The sharing of insights/examples relating to the theoretical concepts. Having people that actually work in the industry present"

"Quite comprehensive. Impressed as to how you managed to compress such a complex exercise into a short (course)"



For additional participant testimonials, please view the following links:

Adrian Dennis <http://bit.ly/1cQidGb>  
 Felicity de Sauty <http://bit.ly/HbEgMQ>  
 Kathryn McKenzie <http://bit.ly/17RSlsj>  
 Sarah Waters <http://bit.ly/1eF7uPf>

## COURSE PRESENTERS

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.

## 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;
- > All students who undertake the program will receive a certificate from the Australian Centre for Event Management, University of Technology Sydney acknowledging their participation.

## CONDITIONS OF ENROLMENT

There are no prerequisites for entry, however, students should have well developed spoken and written English language skills.

## HOW TO ENROL

Enrol online by visiting The Australian Centre for Event Management website [www.acem.uts.edu.au](http://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. 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. Organisations may substitute one staff member for another, however, the Course Administrator must be advised of this change as early as possible. The University of Technology Sydney reserves the right to cancel this program. In the case of cancellation, fees paid will be fully refunded.

## 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](mailto:acem@uts.edu.au)**

More information about the Centre and its activities go to [www.acem.uts.edu.au](http://www.acem.uts.edu.au)

Images - Destination NSW: Julian Kingma, Prudence Upton, Michelle Young, Steven Yee, James Horan, Hamilton Lund



AUSTRALIAN  
EVENT AWARDS  
WINNER

