EVENT TRAINING AUSTRALIA

Executive Certificate in Event Management (Business and Public Events)

ASIA PACIFIC INSTITUTE FOR EVENTS MANAGEMENT
INTERNATIONAL CENTRE OF EXCELLENCE

Executive Certificate in Event Management (Business and Public Events)

Build your career in the exciting field of event management

The number and type of events conducted in Australia has grown exponentially over the past decade. This growth has resulted from governments seeking to leverage events for economic purposes, along with an expanded recognition of the role events play in areas such as marketing communications, information sharing, organisational learning and community development.

As the number of events have grown, so too has the need for trained professionals capable of planning and delivering events of various types including conferences, product launches, exhibitions, sporting events, parades and networking and social events. This program contributes to meeting this need by providing a grounding in the key skills and knowledge required to successfully project manage the full spectrum of events.

About Event Training Australia - An Asia Pacific Institute for Events Management International Centre of Excellence

Event Training Australia (ETA) is an Asia Pacific Institute for Events Management certified *International Centre of Excellence in Event Management Education and Training*. ETA has its origins in the award winning Australian Centre for Event Management (ACEM), University of Technology, Sydney, and was established to continue, and build upon, ACEM's event training and education legacy. As such, ETA draws on over 20 years of experience in the development of innovative practice-based education and training programs in the event management field. ETA's understanding of 'best practice' event management is reflected in its founder's (Dr Rob Harris) co-authoring of the widely used texts and handbook – *Festival and Special Event Management, Event Management* and *The Regional Event Management Handbook*, and by his appointment as a Professional Fellow of the Asia Pacific Institute for Events Management. This understanding is further evidenced by ETA's team of presenters (see https://eventtrainingaustralia.com.au/event-training-presenters/) that possess extensive backgrounds both as educators and as event management practitioners responsible for the planning and delivery of a variety of business and public events including conferences, product launches, festivals, exhibitions, corporate parties, parades and seminars/workshops.

Who is the Executive Certificate in Event Management (Business and Public Events) designed for?

The four-day Executive Certificate in Event Management (Business and Public Events) (ECEM) is based on an extensive survey of event industry professionals. The program is specifically designed to both enhance the skill and knowledge base of those already employed to plan and deliver events, and to serve as a sound platform for people seeking to launch careers in the exciting and varied field of event management.

The ECEM program seeks to aid the career development of those employed, or seeking employment, as:

- Corporate in-house event organisers
- Special event coordinators/managers
- Conference/meeting planners
- Charity event organisers
- Festival planners
- Parade directors
- Exhibition organisers
- Wedding planners
- Government event planners/ coordinators
- Educational institution event managers
- Sport event managers
- Hotel/resort/cruise ship event coordinators

What will you learn?

In four days of practical training delivered by industry experts, you will cover the event management planning process for business and public events inclusive of:

- understanding the event planning context- legal, organisational, technological, social and environmental influences
- developing event concepts
- establishing event goals and objectives
- project managing events
- venue/site selection, design and layout
- event programming
- theming, performance and staging
- scheduling tools and the event manual
- budgeting
- event marketing
- event management technologies
- accessible event design
- supplier management
- incorporating environmentally sustainable practices into event planning
- event risk management
- event monitoring and control practices
- event shutdown processes
- evaluation and reporting
- event management case studies

Who will be presenting the course?

Dr Rob Harris

Former Director, Australian Centre for Event Management, University of Technology, Sydney, and UTS Business School Associate

Dr Harris has an international reputation as an event management educator having developed and delivered programs through to Masters level in locations around the world including the United Kingdom, Malaysia, China and New Zealand, as well as throughout Australia. He is a co-author of the texts *Festival and Special Event Management, Event Management and the Regional Event Management Handbook*. Dr Harris serves as a judge for the Australian Event Awards and as an assessor for regional event grants for several state governments. Additionally, he is a member of the editorial boards of a number of key academic journals in the field of event management.

Meg Hibbins

Meg Hibbins has a corporate event management career spanning 20 years and has successfully developed and delivered special events across a range of industries including professional associations, pharmaceuticals, higher education, professional service firms and small business. Meg has extended her experience through volunteer activities with Manly Jazz Festival, Manly Food & Wine Festival, Sydney Festival, Christmas in the Mountains and the OzHarvest CEO Cookoff. Meg is a graduate of the Master of Management (Event Management) program at the University of Technology Sydney where she has recently been involved in developing and delivering event management education at Undergraduate and Postgraduate levels.

Jade Whiteley

Event Producer

Jade 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: Course presenters may change due to circumstances beyond the control of Event Training Australia

"The experiences shared by the speakers were fantastic! They have passed on what they do and made everyone in the class feel inspired. Good resources, many case studies, interesting/ engaging instruction and lectures, great examples (photos/videos/ samples)" - Marianna, Vodafone Australia

"I really appreciated how qualified everyone was that was lecturing, and just their anecdotal experience, also how it covered such a range of issues from catering to staging to design to the shut-down process and post-production, and so I felt like I gleaned just an amazing amount of wisdom in a really short period of time" — Felicity de Sauty, Tropfest Australia

"The program's been of enormous value; even having years of experience. I've really appreciated that opportunity to meet with some of the leaders in the industry who are really inspiring, and I'm looking forward to going away and putting into practice some of what I've actually had the opportunity to learn." — Kathryn McKenzie, Warringah Council

Course dates 2019

Sydney	26th – 29th March 10th – 13th September
Melbourne	9th – 12th April 22nd – 25th October
Brisbane	14th – 17th May
Singapore	5th – 8th March 20th – 23rd August

Course duration

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

Course fees and inclusions

Course fee: $2180 (inclusive of GST)

Course fee includes:

- Four days face-to-face tuition
- All course materials
- Morning tea, lunch and afternoon tea each day
- Certificate of attendance from Event Training Australia

Discounts

The following discounts apply in the context of the full course fee:

- 10% discount for attendees from a registered charity; and
- 10% discount when two or more staff from one organisation attend the same scheduled course

How to enrol

Enrol online at www.eventtrainingaustralia.com.au. If required prior to payment, invoices can be requested when enrolling online.

Please note that there are no prerequisites for entry, and early enrolment is advised as places are limited and do book out. Enrolments cannot be processed without payment.

Cancellation policy

A full refund will be provided if ETA is advised in writing (email) at least 15 working days before the course commencement date. Cancellations made 10-15 days prior to the course commencing will incur an administration fee. This fee is 25% of the registration price. Cancellations made 5 – 10 working days prior to course commencement will incur an administration fee of 50% of the registration price. No refunds will apply in the event a cancellation is made inside 5 working days.

Organisations may substitute one staff member for another. ETA reserves the right to cancel programs. In the event of a course cancellation, fees paid will be fully refunded.

For full details of enrolment terms and conditions please visit www.eventtrainingaustralia.com.au

Further information

Website: **www.eventtrainingaustralia.com.au**

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