EVENT TRAINING AUSTRALIA

TAYLOR'S UNIVERSITY
Wisdom · Integrity · Excellence

SCHOOL OF HOSPITALITY, TOURISM AND EVENTS

Executive Certificate in Business & Public Event Management

ASIA PACIFIC INSTITUTE FOR EVENTS MANAGEMENT
INTERNATIONAL CENTRE OF EXCELLENCE

Course Dates: 2020 dates to be confirmed

Venue: Taylor's Lakeside Campus, Subang Jaya, Malaysia

RM3,000.00 (Subject to 6% SST)

TCONSULT
EXCELLENCE | INNOVATION | EXPERTISE

HRDF MALAYSIA
REGISTERED TRAINING PROVIDER

Executive Certificate in Business & Public Event Management

About Taylor's Consultancy Sdn Bhd

In today's fast-paced, ever-changing environment, it is people who determine the success of an organisation. Through lifelong learning, individuals are able to expand their mind, develop fresh skills, build new experiences and ultimately achieve greater heights.

Taylor's Consultancy Sdn Bhd (T-Consult), a wholly owned subsidiary of Taylor's University Sdn Bhd, is the commercial arm of Taylor's University. Established in 1996 T-Consult has been set up to provide training and consultancy services. We help organisations to grow and improve their human capital through a continuous learning process. Drawing from our own expertise and establishing strategic links with academic and industry partners worldwide, we provide a wide range of contemporary programmes that reflect the need of the global business.

Consultancy projects undertaken thus far includes, but is not limited to, Development of technical reference book; Economic impact study on tourism; Food product development; Curriculum development. For more information on TConsult, please visit https://www.taylorsconsultancy.com/

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.

About Taylor's School of Hospitality, Tourism & Events, Taylor's University, Malaysia

Since its inception in 1986, the School of Hospitality, Tourism and Events takes pride in producing a steady stream of industry-ready graduates to fulfil the growing demands of the hospitality, tourism and event sectors. The School offers programmes ranging from Diploma, Degree and Postgraduate programmes in hospitality, tourism and events disciplines.

The School of Hospitality, Tourism and Events programmes are under a triple Quality Assurance framework: Malaysian Qualification Agency MQA (Malaysia), Tourism Hospitality Education International Centre for Excellence (THE-ICE) (Australia) and the TedQual Certification by the United Nations World Tourism Organization (UNWTO). All these provide a clear International benchmark of standards at global level.

The School of Hospitality, Tourism and Events under the Faculty of Social Sciences and Leisure Management, has its quality reflected in over 120 awards under its belt. The School is the first and only university to achieve Tier 6 Outstanding rating in the Ministry of Higher Education's Discipline-Based Rating System (D-SETARA) in Malaysia. The School was also recognised in the recent QS World University Rankings by Subject 2019 as the number 14 university in the world for the Hospitality and Leisure Management subject. This acclaimed recognition is due to its exceptional performance in transformative teaching and learning, breadth of collaboration with top industry partners and excellence in research.

Who is the Executive Certificate in Business and Public Events designed for?

This program is specifically intended for individuals that:

- need to build event management skills and knowledge quickly because of their expanded work role;
- seek to develop careers in the event management field, but currently lack the skills/knowledge to do so; or
- are currently employed in an event coordinator or event manager role and wish to ensure they are employing industry best practice.

As a result, this 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
- Executive/personal assistants with responsibility for event planning/delivery
- Festival managers
- Parade directors
- Exhibition organisers
- Wedding planners
- Government event planners/coordinators
- Educational institution event managers
- Sport event managers
- Hotel/resort/cruise ship event coordinators

What makes this program unique?

In three days of practical training delivered by industry experts, you will cover the event management life cycle from concept development through to planning, implementation, shutdown and evaluation. Specifically, the program will address:

Day 1

- Program overview and introduction to the event industry
- Establishing event vision/ mission/ purpose statements and objectives
- Initiating events & creating the event concept
- Venue/site selection, layout and design

Day 2

- Event project management 1: (work breakdown structure, resource needs and organisational structures
- Event project management 2: (Gantt charts, production schedules, run sheets and the event manual)
- Theming, programming & production
- The event budgeting process

Day 3

- Event marketing
- Event control, monitoring and evaluation
- Event risk management
- Environmentally sustainable event management and course review

What will participants learn?

In three days of practical training, participants develop an applied understanding of the event management life cycle inclusive of concept development, planning, delivery, shutdown and evaluation. Specifically, the program addresses:

- The impact on event planning and management of the context in which a given event takes place- legal, organisational, technological, social and environmental
- Developing, or responding to, event briefs and bid documents
- Establishing an event's purpose, along with associated goals and objectives
- Innovative approaches to developing an event concept
- Key considerations in creating a program for an event
- Venue/site selection, design and layout (including the use of Computer Aided Design software)
- Theming and event production practices
- Project management tools (e.g. Gantt charts, production schedules, run sheets, checklists), and their use
- Event management software
- Development and use of event manuals
- Managing the various forms of risk associated with event planning and delivery
- Planning and delivering environmentally 'friendly' events
- Practices for ensuring events are delivered in line with the plans established for them
- Considerations in event shutdown
- Event evaluation techniques

Course presenter

Dr Rob Harris

Former Director, Australian Centre for Event Management, University of Technology, Sydney, UTS Business School Associate. Adjunct Professor, Taylor's University, Malaysia and Principal, Event Training Australia

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, Singapore, China and New Zealand, as well as throughout Australia. He is also 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 Australian state governments. Additionally, he is a member of the editorial boards of several key international academic journals in the field of event management.

Course dates 2020

Malaysia
2020 dates to be confirmed

Course duration and presentation approach

The course runs from 9am-5pm for three days and includes a mix of lectures, in-class activities, case studies and industry presentations.

Course fees and inclusions

The course fee is RM3,000.00 (Subject to 6% SST). A 10% early bird discount applies if a registration is received 30 days prior to the course commencement date. A 20% discount applies for registration of 3 or more participants. See registration form for more details.

Fee inclusions:

- Three days face-to-face classroom interaction
- All course materials - including a course folder and a USB containing all course notes
- Morning tea, lunch and afternoon tea each day
- Certificate of attendance from TConsult and Event Training Australia

How to enrol

To enrol, complete the enrolment form on the back of this brochure and email a scanned copy to haresh.gill@taylors.edu.my. or WhatsApp a snapshot of the form to +6012-6968242. Early enrolment is advised as places are limited.

Build your career in the exciting field of event management

TCONSULT
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COURSE REGISTRATION FORM

Email completed registration form to: haresh.gill@taylors.edu.my
or WhatsApp a snapshot of the form to +6012-6968242
Submission of this form implies you have read and accepted the **Terms & Conditions** as stated below.

Executive Certificate in Business & Public Event Management

RM3,000 (subject to 6% SST)

Section 1 | Course Date

2020 dates to be confirmed

Section 2 | Registration Type

please select one only

☐ Corporate / Company-Sponsored ☐ Individual

Section 3 | Participant(s) Details

Full Name		Designation	Email	Contact No.
1)				
2)				
3)				

Section 4 | Billing Details

Full Company Name :

Billing Address :

Contact Person :	Designation :
Contact No :	Email :

Payment Mode: ☐ Cheque ☐ Bank Transfer (for details see below) ☐ Credit Card ☐ Cash

☐ E-invoice (for statutory boards/govt only)

- Department : _____
- BU Code : _____
- Attention to: _____

Company Name: Taylor's Consultancy Sdn Bhd (854611-U)
Bank Name: OCBC Al-Amin Bank Berhad
Bank Address: Subang Jaya Branch, 1A-A - 4A-A, Jalan USJ 10/1A, Pusat Perniagaan USJ10, 47610 UEP Subang Jaya, Selangor, Malaysia.
Bank Account No.: 1081028111

Terms & Conditions

Registration Form
Incomplete registration forms will not be processed. All registrations should be submitted at least 3 weeks before course commencement.

Upon successful registration, a seat will be reserved for you. We will advise on the confirmation and administrative details approximately 10 working days before commencement.

Please be reminded to email us immediately should there be any changes after you have submitted your registration via haresh.gill@taylors.edu.my.

Late withdrawal or cancellation charges apply.

Payment
Payment can be made via cash, cheque, bank transfers, credit card or cash. Please select your preferred mode of payment during registration.

Payments are to be made in Malaysian Ringet (MYR) and subjected to prevailing GST. All cheques should be crossed and made payable to **"Taylor's Consultancy Sdn. Bhd"** with the invoice no. indicated on back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by your company. Fees are inclusive of course materials, Certificate of Attendance, lunch & tea breaks.

Group Discount
20% Group Discount will be accorded for registrations with 3 or more participants, for the same course on the same days.

Early Bird Discount
A 10% discount will be accorded if you register at least 30 days or more before course commences.

Withdrawals / Cancellation / No-Show
Participants will be subjected to the following charges for any withdrawals, cancellation or no-show:

Notice Period	Withdrawal / Cancellation Charge
More than 10 working days	No charge
10 working days or less	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation
Taylor's Consultancy Sdn. Bhd. reserves the right to change or cancel the course due to unforeseen circumstances.

Privacy Policy
TConsult has the right to use the data provided for the purpose of processing my course registration, subject to the provisions of the Personal Data Protection Act 2012 (PDPA). I am aware that photographs / video may be taken at the course for marketing purposes.

Venue
Courses will be conducted at Taylor's University, Lakeside Campus, No.1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia, unless otherwise stated.

For more details or enquiries, please contact Mr. Haresh Gill at Tel: +603 5629 5517 or haresh.gill@taylors.edu.my.

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