EVENT TRAINING AUSTRALIA

ASIA PACIFIC INSTITUTE FOR EVENTS MANAGEMENT
INTERNATIONAL CENTRE OF EXCELLENCE

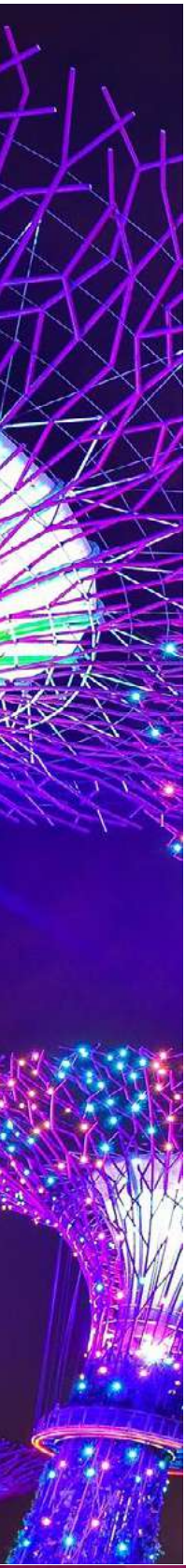
mis
Marketing Institute of Singapore

Executive Certificate in Business & Public Event Management

www.mis.org.sg/seminars

Executive Certificate in Business & Public Event Management

Build your career in the exciting field of event management



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. This understanding is further evidenced by ETA's team of presenters (see https://eventtrainingaustralia.com.au/event-training-presenters/). All ETA presenters 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 the Marketing Institute of Singapore

Founded in 1973, the Marketing Institute of Singapore (MIS) is a not-for-profit organisation that serves as Singapore's national body for sales and marketing professionals. Since its establishment, MIS has nurtured more than 50,000 sales and marketing practitioners through its professional learning and development programmes, and has provided professional networking opportunities for thousands of its members through its diverse series of events. Voted as Singapore's Best Corporate Learning & Development Provider, MIS provides a unique and holistic platform through which its members can further develop their professional skills and knowledge. For more information on MIS, please visit www.mis.org.sg/seminars.

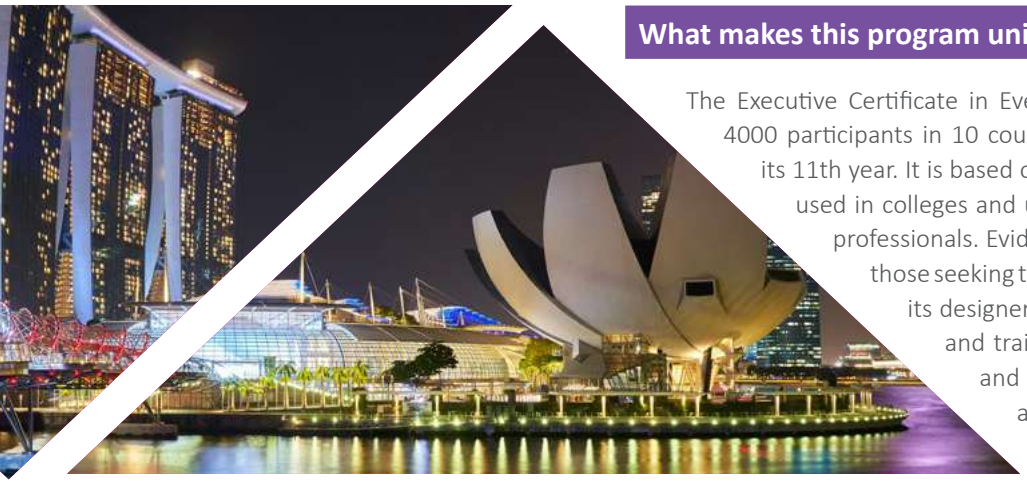
Who is the Executive Certificate in Business and Public Events designed for?

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?

The Executive Certificate in Event Management has been delivered to over 4000 participants in 10 countries, including Singapore where it is now in its 11th year. It is based on the texts written by its presenters which are used in colleges and universities internationally, as well as by event professionals. Evidence of its capacity to upskill practitioners and those seeking to develop careers in the area, is reflected in both its designers' receipt of a national award in the education and training category of the Australian Event Awards, and the appointment of Event Training Australia as a Centre of Training Excellence by the Asia Pacific Institute for Event Management.

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
- Considerations in delivering online and hybrid events
- 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
- Artificial intelligence and events
- 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; Adjunct Professor, Taylor's University, Malaysia; UTS Business School Associate; and Professional Fellow, Asia Pacific Institute for Events Management.

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 2025

24th-26th March 2025 and 20th-22nd October 2025

Course fees and inclusions

The course fee is S$1,390 (subject to 7% GST). Fee discounts are applicable to:

- MIS members- 20%)
- Staff of Charity based organisations- 15%
- Groups (2 or more registrants)- 15%)

See registration form on page 4 for details.

Fee inclusions:

- Three day face to face training program
- All course materials- including a course folder and a USB containing all course notes
- Certificate of attendance from MIS and Event Training Australia, and endorsed by the Asia Pacific Institute for Events Management
- Venue site visit

How to enrol and course enquiries

To enrol, complete the enrolment form on the back of this brochure and fax it to +(65) 6270 5762, or email to seminars@mis.org.sg or register online at www.mis.org.sg/seminars. Early enrolment is advised as places are limited.

For further course details or enquiries please contact MIS at +65 6327 7580 or email seminars@mis.org.sg

COURSE REGISTRATION FORM

Register online at www.mis.org.sg/seminars or fax form to +65 6270 5762

Submission of this form implies you have read and accepted the **Terms & Conditions** as stated below.

Executive Certificate in Business & Public Event Management

S$1,390 + 7% GST (non-member) | **S$1,100 + 7% GST** (member)

Section 1 | Course Date 2025

please select one only

☐ 24 – 26 March 2025 ☐ 20 – 22 October 2025

Section 2 | Registration Type

please select one only

☐ Corporate / Company-Sponsored ☐ Individual / SkillsFuture Credits

Section 3 | Application of Funding *(for SDF-approved courses only *)*

please select one only

SDF Grant (for corporate / company-sponsored only) ☐ Yes ☐ No

SkillsFuture Credits (for individual / self-sponsored only) ☐ Yes, to deduct S$ _____ ☐ No

Section 4 | Participant(s) Details

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

Section 5 | Billing Details

Full Company Name :

Billing Address :

MIS Member? ☐ Yes, membership no. _____ ☐ No

Contact Person : Designation :

Contact No : Email :

Payment Mode: ☐ Cheque ☐ GIRO/Bank Transfer ☐ Credit Card ☐ Cash

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

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

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 seminars@mis.org.sg.

Late withdrawal or cancellation charges apply.

Payment

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

For companies who are applying SDF Funding, only company-issued cheques or GIRO is applicable.

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. All cheques should be crossed and made payable to "**The Marketing Institute of Singapore**" 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.

Discounts

MIS member discount 20%
Group discount 15% (2 or more registrants)
Charity Organisation staff discount 15%

Note: Only one type of discount can be used.

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

The Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Privacy Policy

I hereby consent that The Marketing Institute of Singapore 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.

Course Enquiries

For further course details or enquiries please contact MIS at +65 6327 7580 or email seminars@mis.org.sg. Early enrolment is advised as places are limited.

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