



UNIVERSITY OF
TECHNOLOGY SYDNEY



UTS:BUSINESS EXECUTIVE EDUCATION
EXECUTIVE CERTIFICATE
(EVENT MANAGEMENT)

UTS



EVENT MANAGEMENT RESOURCE CENTRE

THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT HAS DEVELOPED A DEDICATED RESOURCE CENTRE WHICH CONTAINS AUSTRALIA'S LARGEST COLLECTION OF MATERIAL INCLUDING TEXTS, STUDIES AND SAMPLE EVENT MANAGEMENT MANUALS. THIS FACILITY IS SUPPORTED BY A SUBSTANTIAL ONLINE COLLECTION. THE CENTRE IS AVAILABLE TO PARTICIPANTS IN THE EXECUTIVE CERTIFICATE PROGRAM.

UTS: EXECUTIVE CERTIFICATE (EVENT MANAGEMENT)

The 2000 Sydney Olympics confirmed Australia's place in the world as a leader in the creation and production of exciting and vibrant events. The events sector continues to grow, and with it, so do opportunities for trained professionals capable of conducting public, corporate and private events.

ABOUT THE COURSE

The Executive Certificate presents a comprehensive overview of the industry and addresses key event management processes associated with the creation, conduct and delivery of corporate, public and private events. Public events include festivals (music, film, arts, cultural), street parades, fairs and sporting events. Corporate events comprise product launches, functions, fundraising events, conferences etc. Private events are those such as weddings and parties.

Since its commencement in 1996, the Executive Certificate has featured many of Australia's leading event industry professionals as guest speakers. The program is offered in Sydney and Melbourne, as well as in the UK, Singapore, New Zealand, Malaysia and Macau.

The designers of the course have also produced the definitive text in the area, *Festival and Special Event Management*. This book, now in its fourth edition, has been translated into Korean, Portuguese and Chinese. Additionally there is a UK edition.

WHO IS THE COURSE FOR?

If you are seeking to improve your current event management skills or are seeking to make a career change, the Executive Certificate offers an opportunity to obtain a qualification with high recognition value within the event industry.

CAREERS IN EVENTS

Past graduates from the Executive Certificate have secured positions as event coordinators, managers or producers with the Government, not-for-profit sector, corporations, sports and arts organisations.

If you are seeking a career in an environment that offers constant variety, new challenges, drama and excitement then you should consider the events industry.

WHAT WILL I LEARN?

The focus of the course is on developing an understanding of the overall development and delivery of various forms of events.

The course is comprised of two distinct units – Event Management and Marketing and Event Operations. The subject areas dealt with in each unit are listed below.

UNIT 1

Introduction to Event Management and Marketing

- > Introduction to the events industry
- > Event impacts and stakeholders
- > Event planning
- > Event creation
- > Responding to an event brief
- > Project managing events (1)
- > Human resource management, leadership and event teams
- > Designing environmentally friendly events
- > Event marketing
- > Event sponsorship
- > Case studies

UNIT 2

Introduction to Event Operations

- > Project managing events (2)
- > Event venue/site selection and design
- > Event theming, performance and staging
- > Working with suppliers
- > Catering and events
- > Accessibility and events
- > Financial management for events
- > Law and events
- > Risk management and OH+S for events
- > Event evaluation
- > Case studies





ENROLMENT INFORMATION

To enrol in the course, complete the enrolment form enclosed with this brochure and forward together with payment and a brief summary of your work experience and qualifications to the Australian Centre for Event Management. Please note that enrolments must be received within two weeks of the commencement of the course and cannot be processed without payment. Early enrolment is advised as places are limited. Enrolment forms can also be downloaded from the ACEM website www.acem.uts.edu.au/education.html.

CONDITIONS OF ENROLMENT

There are no prerequisites for entry, however, students need to have access to a computer and have well developed spoken and written English language skills.

COURSE DURATION

The total length of the course is six days. Each unit is taught over three days from 9am to 5pm. The units are scheduled approximately eight weeks apart.

WHEN?

Two student intakes are offered each year in Sydney. Dates for the course are listed on the ACEM website www.acem.uts.edu.au.

WHERE?

The course is held at the University of Technology, Sydney (UTS) in the Graduate School of Business, Haymarket Campus which is an easy walk from Central Station. Discounted accommodation with a range of nearby hotels is available through the university.

Further information about accommodation in the area is listed on the UTS website www.housing.uts.edu.au/hotels/index.html.

ORIENTATION/NETWORKING

A compulsory orientation/networking evening is held the night before the commencement of the first unit of the course from 6.30pm – 8.30pm. A number of industry representatives are also invited to attend.

OFF CAMPUS ASSIGNMENT WORK

Off campus assignment work and readings are an integral part of the course.

There are two assessment items per unit. Participants may opt not to undertake any assessments in which case they will receive a statement of attendance.

COURSE FEES

The cost of the course is \$3 400.00 (GST free).

The fee includes:

- > 6 days tuition;
- > All course materials, including a text book, presentation notes and readings;
- > orientation function; and
- > morning tea, lunch and afternoon tea on each day of the course.

PAYMENT PLAN

A payment plan is available whereby fees may be paid in two instalments of \$1700.00 each. Each instalment is required to be paid in full within fourteen days of the commencement of each unit. For further information please contact the Australian Centre for Event Management.

ARTICULATION

Students who complete the Executive Certificate in Event Management and who meet the University's requirements for entry into a graduate course are eligible to articulate into the post graduate event management course at UTS with one subject's advanced standing.

CERTIFICATE

Participants receive a graded certificate on successful completion.

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.





ROB HARRIS
BA, DipMktg, DipTeach, MBus
Director, Australian Centre for Event Management

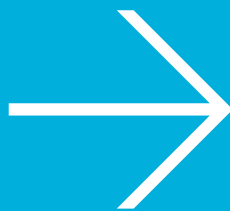
Rob is a Senior Lecturer at UTS and is Director of the Australian Centre for Event Management. Rob has been actively involved in event management training, education and curriculum development for over 10 years. He has worked as a consultant and industry advisor to a range of organisations including the Sydney Olympic Park Authority, Arts ACT, Tourism NSW and the Meetings Industry Association of Australia. Rob was a foundation director of the Festivals and Events Association of Australia and was the instigator of the newly established Event Education and Research Network Australia. He is also a co-author of the text *Festival and Special Event Management*. Rob is the co-ordinator of the Master of Management [Event Management] program at UTS.

JOHN ALLEN AM
BA, PostGradDiploma Arts
Associate Director, Australian Centre for Event Management

John was 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. In 2007 he received an order of Australian for his contribution to the Australian events industry. Prior to working at UTS, John was employed as Special Events Manager for Tourism NSW and Special Events Manager for the Darling Harbour Authority. John is the patron of the Festival and Events Association of Australia and co-author of the text *Festival and Special Event Management*.

WARWICK HAMILTON
FRMIT (CommEng), GradDip Vet, CEng CPE (UK)
Associate, Australian Centre for Event Management

Warwick is the founder/General Manager of Events Unlimited International, a multi-award winning special events company, whose credits include a National Australia Day Special Award. Warwick has coordinated and managed spectacular events in Australia and worldwide ranging from a black tie, outdoor Symphony Concert for 7,000 guests (in a paddock!) to a stunning reception in a 2000 year old underground water cistern for a UN delegation in Turkey. Also included in the events he has organised are televised gala nights such as The Miss Australia Awards and fun filled "Murder Mysteries" over dinner, as well as complex product launching road shows and International trade exhibitions.



WHO ARE WE?

The Australian Centre for Event Management (ACEM) was established in 1999 to further develop and support the work of UTS in promoting best practice in event management. In performing this role, the Centre works closely with industry to provide innovative, high quality, practically orientated and locally relevant education programs which are suited to the needs of both the public and private sector. The Centre also conducts in-house training programs for the Australian and overseas events industry and has undertaken a number of research projects designed to extend the body of knowledge in event management. The Centre conducts an annual seminar series and biennial conference which are designed to aid professional development within the events industry.

CONTACT US

For more information about the Centre phone +612 9514 5116 or e-mail your enquiry to acem@uts.edu.au.

More information about the Centre can be viewed on-line at www.acem.uts.edu.au.