



## enrolment information

Your application, together with course fee, must be forwarded to the Centre for Festival & Event Management, no later than 14 days before course commencement.

**Time:** 9.00am – 5.00pm

**Venue:** Napier University, Edinburgh

**Duration:** Four days

**Cost:** £995

**Course fee includes:**

- 4 days tuition
- all course materials and a copy of the text 'Festival & Special Event Management'
- Course texts and other printed learning materials
- Morning coffee, afternoon tea and lunch on each of the four days; and
- networking/orientation function

### Cancellation Policy

If you wish to withdraw from the course, you will receive a 75% refund, provided written notification of your withdrawal is received no later than ten days before course commencement. No refund will be made after this date. Alternatively, you may nominate a substitute at no extra charge. Please notify Sheila Morton at the Napier Centre for Festival & Event Management of the new participant's details as early as possible. The University reserves the right to cancel the course. In the case of cancellation by the University, fees paid will be fully refunded.

### Enrolment Form

Please enrol me on the

## executive certificate in event management course

**Payment £995.00**

Please enrol by faxing this form, or post with cheque made payable to 'Napier University'. Payment must be received 14 days prior to the course start date. Details of date enclosed

MR/MS \_\_\_\_\_  
Surname Given Name(s)

ORGANISATION \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTCODE \_\_\_\_\_ PHONE \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

PLEASE ENTER COURSE DATE HERE \_\_\_\_\_

Please enrol by photocopying and sending/faxing this completed form with payment to:  
Sheila Morton, Centre for Festival & Event Management, Napier University  
Craiglockhart Campus 219 Colinton Road EDINBURGH EH14 1DJ Fax +131 455 4540

Want to know more?

**For further information on the course content, please contact::**

Sheila Morton or Jane Ali-Knight

Centre for Festival & Event Management  
Napier University  
Craiglockhart Campus  
219 Colinton Road EDINBURGH EH14 5DJ

**Tel:** +131 455 4387  
or +131 455 4399

**Email:** s.morton@napier.ac.uk  
j.ali-knight@napier.ac.uk

For further information regarding ACEM and its activities please refer to [www.acem.uts.edu.au](http://www.acem.uts.edu.au) or email your enquiry to [acem@uts.edu.au](mailto:acem@uts.edu.au)

# executive certificate in event management





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presented by the Centre for Festival & Event Management, Napier University, Edinburgh in association with the Australian Centre for Event Management, University of Technology, Sydney.

Napier University and UTS are working together to deliver the Executive Certificate in Event Management. The combined expertise of both organisations promises a dynamic, practical and professional programme.

## about the course?

The Executive Certificate in Event Management is a four day intensive training programme designed to provide a foundation of key skills and knowledge associated with the creation and delivery of corporate (e.g. product launches, conferences), private (e.g. parties, weddings) and public events (e.g. festivals, sporting events). The programme outlines industry best practice in the marketing planning, conduct and evaluation of events. Staff of the Australian Centre for Event Management of the University of Technology Sydney deliver the course, assisted by leading local event industry practitioners presenting case studies from the field.

## who is this course for?

The program has been designed to both enhance the professional skill and knowledge base of those already employed within the event industry and to serve as a platform for people wishing to launch careers in the exciting and varied field of event management. Past graduates of this program have secured, or been successful in advancing their careers in, a variety of event related positions, including: corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; special event organisers; public event officers/coordinators; sport event managers and exhibition organisers.

## where is the course?

The course is based in Edinburgh at Napier University Business School – a newly opened state-of-the-art building – in a city home to a myriad of world famous festivals and events. Together, these offer an enhanced learning platform from which to base your future success. The Napier University Business School is also home to the Centre for Festival & Event Management (CFEM).

## what is happening in scotland? recent years...

Scotland has witnessed a meteoric rise in the size and significance of the events sector. The national organisation 'EventScotland' was set up in 2003 to develop and enhance this sector to ensure its competitiveness in a world market. CFEM can be seen as both a support and a leader in that aspiration. Already containing a strong research and scholarly interest in the field, and with an established track record in tourism and hospitality education, CFEM aims to offer both research expertise and disseminate research information across a range of specialist areas: from economics to socio-cultural impacts and audience management.

Over the last decade, events have emerged as significant tools for community and regional development, tourism promotion and corporate marketing. The steady growth in the number and size of events has created a significant demand for professional event managers. At the same time, the increasing complexity and government regulation of events has given rise to an industry body of knowledge, and to the need for personnel trained and skilled in the practice of event management.

The Australian Centre for Event Management (ACEM) was founded just prior to the successful delivery of the Sydney 2000 Olympic Games. ACEM's mission is to provide training/education, research and consultancy services to the event industry. Since its establishment, ACEM has become a world leader in the field of event management education, delivering training programs both within Australia and internationally. The combined expertise of the CFEM and the ACEM gives a world strength that few other institutions could offer.

## what will participants learn?

The focus of the Executive Certificate in Event Management is on developing an understanding of the theory and practice of creating and delivering various types of events. The course content is based on the results of an extensive survey of event management professionals. All students who undertake the program will receive a jointly badged Certificate from the CFEM and the ACEM acknowledging their participation. An outline of the four day course is given below.

## content

DAY 1 Introduction	DAY 2 Planning (contd.)	DAY 3 Planning (cont.)	DAY 4 Implementation
<ul style="list-style-type: none"> <li>Introduction to the event planning process</li> <li>Introduction to the event 'industry' in the UK and Internationally</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – budgets</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – working with suppliers</li> <li>Operational planning – marketing</li> </ul>	<ul style="list-style-type: none"> <li>Schedules, checklists and running sheets</li> <li>The role of the event manual</li> </ul>
<b>Event initiation and the event planning context</b> <ul style="list-style-type: none"> <li>Contextual factors in event planning e.g. legal considerations, tourism development</li> <li>Establishing event vision/mission statements, goals and objectives</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – human resources</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – marketing (contd.)</li> </ul>	<b>Monitoring, control, shutdown, evaluation and knowledge management</b> <ul style="list-style-type: none"> <li>Event monitoring and control tools</li> <li>Event shutdown tasks</li> <li>Event evaluation processes and tools</li> <li>Event knowledge management</li> </ul>
<ul style="list-style-type: none"> <li>Bidding/responding to client brief/tenders</li> <li>Creating the event concept</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – venue/site selection and layout</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – sponsorship</li> </ul>	<b>The event management process in operation</b> <ul style="list-style-type: none"> <li>Event case studies</li> </ul>
<b>Planning</b> <ul style="list-style-type: none"> <li>Event work breakdown structures</li> <li>Establishing event resource needs</li> <li>Organisational structures for events</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – theming, performance and staging</li> </ul>	<ul style="list-style-type: none"> <li>Operational planning – risk management</li> </ul>	<b>Program review</b> <ul style="list-style-type: none"> <li>The event planning process – a review</li> </ul>

## presenters

**Rob Harris Director, Australian Centre for Event Management, University of Technology, Sydney.**

Rob has been involved in event management training, education and curriculum development for over 10 years and was a foundation Director of the Festivals and Events Association of Australia. He has an international reputation as an event management educator having delivered short course programs through to Masters programs in a variety of locations around the world including the United Kingdom, Malaysia, China and New Zealand, as well as throughout his home country of Australia. He has published widely in the field and is the founder of the recently established Event Education and Research Network Australasia.

**Johnny Allen, Foundation Director, Australian Centre for Event Management, University of Technology, Sydney.**

Johnny 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 ranging in scale from a few hundred people to large outdoor celebrations approaching 250,000 attendees. Prior to joining ACEM, Johnny was employed as Special Events Manager for Tourism NSW and Special Events Manager for the Darling Harbour Authority in Sydney. He is the patron of the Festival and Events Association of Australia, (and the first person to be inducted into its Hall of

Fame), has also published in the field and is a sought after consultant to both government and event management companies.

### CFEM Members

With industry experience and many publications relating to the management of festivals and events, and culture and tourism – including the recently published book *Festival and Event Management, An International Arts and Culture Perspective* – a number of CFEM members will be presenting during the course.

### Guest Industry Presenters

Case studies are being presented by professionals in the UK's festival and event industry.