

EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT





EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

Build Your Career in the Exciting World of Singapore Events!

Singapore is a world leader in the creation and production of innovative, vibrant celebratory events, playing host to hundreds of international sporting and business events each year. As its event industry continues to grow and develop, supported by world class infrastructure such as the Marina Bay Sands and Resort World complexes, so do the opportunities for people trained in the management of these many and varied corporate and public events.

KEY INFORMATION

DATES:

Dates for this programme are the

23–26 June 2015

24–27 November 2015.

THE COURSE COST:

The cost of the course is S\$2,300 (subject to 7% GST) for non-members, for members cost and further discounts refer to registration form (page 4). This fee includes:

→ 4 days tuition;

→ all course materials and a copy of the text *Festival and Special Event Management*;

→ morning/afternoon tea and lunch on each day.

LOCATION:

The course is being conducted at the Marketing Institute of Singapore, 410 North Bridge Road #06-00 Singapore 188726.

ABOUT THE ORGANISATIONS BEHIND THE DELIVERY OF THE PROGRAMME

Marketing Institute of Singapore

The Marketing Institute of Singapore (MIS) is the National Professional Body for Sales and Marketing. Founded in 1973, MIS is a leading provider of marketing and business continuing education in Singapore and the region.

Over the years, MIS has nurtured more than 50,000 sales and marketing practitioners through its Executive Development Programmes and provided networking opportunities for thousands of its members through its diverse series of events. The Institute will continue to serve the community to fulfil its vision of 'Creating Marketers' through quality education and connecting a community of marketers.

At MIS, learning goes beyond the norm, offering a platform for you to be connected with leading players and business gurus to be in tune with the latest business trends and developments.

For further information on MIS and its Executive Development Programmes, please refer to www.mis.org.sg/seminars or email your enquiry to seminars@mis.org.sg

The Australian Centre for Event Management, University of Technology (UTS), Sydney

The award winning 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 programmes. These programmes are not only taught within Australia, but are also conducted internationally (London, Beijing, Edinburgh, Kuala Lumpur, Singapore and Kuching)

Additionally, ACEM undertakes research projects designed to grow the body of knowledge in the field of event management. Areas explored through these projects include event impacts and legacies, risk management, marketing and event operations. The Centre also conducts an annual seminar series and a biennial conference, both of which serve a major professional development role within the

Australian event industry. Emerging from ACEMS research and educational programs have been two of the most referred to texts in the area, *Festival and Special Event Management and Event Management*.

For further information regarding ACEM and its activities please refer to www.acem.uts.edu.au

WHO IS THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT COURSE FOR?

This programme 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 sound platform for people wishing to launch careers in the exciting and varied field of event management.

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.

Past graduates of this programme have secured positions or been successful in advancing their careers as: corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; parade directors; wedding planners; special event organisers; government event planners/coordinators; sport event managers; hotel/resort/cruise ship based event coordinators; and exhibition organisers.

All students who undertake the programme will receive a jointly badged Certificate from the Marketing Institute of Singapore and the Australian Centre for Event Management, University of Technology, Sydney acknowledging their participation. An outline of the four day course is given on the following page.

TOPICS COVERED IN THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

EVENT INDUSTRY INTRODUCTION	EVENT PROJECT PLANNING
> Introduction to the event planning process	> Event work breakdown structures
> Introduction to the event industry	> Event organisational structures and human resource management
EVENT INITIATION AND THE EVENT PLANNING CONTEXT	> Event budgets
> Establishing event vision/mission/purpose statements	> Event marketing and social media
> Establishing event goals and objectives	> Venue site selection and layout
> Contextual factors in event planning (e.g. legal considerations)	> Theming, performance and staging
> Responding to client briefs, bidding, tendering	> Working with event suppliers
> Creating the event concept	> Event technologies
EVENT IMPLEMENTATION/PROJECT MANAGEMENT TOOLS	> Designing environmentally friendly events
> Gantt charts	> Event risk management
> Schedules, checklists and running sheets	> Event Sponsorship
> The role of the event manual	MONITORING, CONTROL, SHUTDOWN, EVALUATION AND KNOWLEDGE MANAGEMENT
EVENT CASE STUDY	> Event monitoring and control practices
> The event management process in operation – guest presenter(s)	> Event shutdown tasks
> Optional venue site visit	> Event evaluation - processes and tools
	> Event knowledge management systems
	PROGRAM REVIEW
	> The event planning process – a review

COURSE DELIVERY:

The programme will be delivered by employing a mix of lectures, class exercises and case studies over a four day period commencing at 9.00am and finishing at 5.00pm.

HOW TO ENROL:

To enrol, complete the enrolment form on the back of this brochure and fax it to +65 6338 8695, or email to seminars@mis.org.sg or register online at www.mis.org.sg/seminars.

Early enrolment is advised as places are limited. Completed enrolment forms need to be submitted a minimum of two weeks prior to the commencement of the course.



COURSE PRESENTERS

Your course presenters have over 60 years combined experience in event management practice and education around the world. So you don't just learn from the curriculum, but from the years of experience these presenters bring to the classroom.

DR. ROB HARRIS*

Director, Australian Centre for Event Management

Rob is a Senior Lecturer and the Director, Australian Centre for Event Management, University of Technology, Sydney. He has an international reputation as an event management educator having delivered programs through to Masters degree level in a variety of locations around the world including the United Kingdom, Malaysia, China and New Zealand, as well as throughout Australia. Rob is a co-author of the texts *Festival and Special Event Management*, *Event Management* and the *Regional Event Management Handbook*, as well as a number of event related journal articles.

JOHN ALLEN* AM

Foundation Director, Australian Centre for Event Management

John is 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. He is a recipient of an Order of Australia for his contribution to the Australian events industry and a Lifetime Achievement Award from the Australian Event Awards. He is also the co-author of the text *Festival and Special Event Management*.

MEG BAILEY*

Director, Event Projects

Meg has 19 years experience in event management and production, She has produced events for some of Australia's most prominent companies, including Unilever, Stockland, Ogilvy, Pulse Communications, Macquarie Capital and Network Ten. Meg's many achievements include producing Sports Illustrated's glamorous Olympic Hospitality Lounges and parties attended by over 3500 celebrities, royalty and medal-winning athletes at three consecutive Olympic Games. Meg has been a winner of the Meetings and Events Australia's (MEA) National Operations Person of the Year. In 2013 Meg established her own event company – Event Projects, having previously been the General Manager and part owner of Australia's most awarded events business - David Grant Special Events.

* Please note the presenters may change due to circumstances outside the control of the University of Technology, Sydney.



REGISTRATION FORM

EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6338 8695

Register for 3 or more participants and enjoy 5% discount!

Executive Certificate in Event Management

Date: 23–26 June 2015 Date: 24–27 November 2015

Fee: S\$2,300 (subject to 7% GST) – Includes lunch and refreshment

Time: 9.00am to 5.00pm

Participant(s) Name	Designation	Email	Contact No.
(1)			
(2)			
(3)			
(4)			
Company			
<input type="checkbox"/> Member (MIS Membership No)			<input type="checkbox"/> Non-Member
Billing Address:			
Contact Person:		Designation:	
Tel:		Email:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

REGISTRATION & PAYMENT

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to “Marketing Institute of Singapore” with the invoice no. indicated on the back of the cheque.

MIS MEMBER DISCOUNT

Corporate and Individual Members of the Marketing Institute will be entitled to a 5% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg

GROUP DISCOUNT

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

EARLY BIRD DISCOUNT

A 10% discount if you register 30 days or more before the course commences.

WITHDRAWALS

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for late withdrawals (less than 3 working days) or no-show on the course commencement date.

Replacements from the same company are allowed.

CANCELLATION

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

COURSE VENUE

All courses will be held at the Marketing Institute of Singapore, 410 North Bridge Road #06-00 Singapore 188726 unless otherwise stated.

FURTHER INFORMATION

For more information please direct your enquires to Marketing Institute of Singapore:

Marketing Institute of Singapore
 410 North Bridge Road #06-00
 Singapore 188726
 Tel: (65) 6411 1623 / 622 / 621
 Fax: (65) 6338 8695
 Email: seminars@mis.org.sg
www.mis.org.sg/seminars

