

THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT



Since its establishment in 1999, the Australian Event Award winning Australian Centre for Event Management (ACEM) has been at the leading edge of education, training and research in event management. Over this period, its staff have: developed and conducted over 100 educational programs both nationally and internationally (e.g. London, Edinburgh, Singapore, Beijing); written the major text in the area (*Festival and Special Event Management*); and conducted ground breaking research in business and public events. ACEM, which is part of the University of Technology, Sydney's Management Discipline Group, School of Business, also plays an integral role in ensuring the Bachelor of Management - Event Management and Master of Event Management programs offered at UTS reflect and progress industry best practice in the event management field.

In July 2015, ACEM offers its Event Management 1 Day Workshops as part of our continuing efforts to ensure the Australian event industry maintains its standing as a world leader in event management practice.

DATES AND TOPICS

Two different workshops will run concurrently each day.

Participants may attend one or many over the week. Participants have the flexibility to create a tailored program of their choice.*

Monday 6 July 2015 9am – 5pm

Event Volunteer Management
– Free Resource
or Inspired Workforce?

Project Managing
Your Event

Tuesday 7 July 2015 9am – 5pm

Maintaining the
Creative Edge

10am – 5pm

Designing
Accessible Events

Wednesday 8 July 2015 9am – 5pm

Creative Problem Solving
– Solutions to Your Event
Dilemmas

Responding to the
Event Risk Management
Challenge

Thursday 9 July 2015 9am – 5pm

Developing & Leveraging
Public Events

Growing Your
Event Sponsorship Revenue

Friday 10 July 2015 9am – 5pm

Digital & Social Media
Marketing for Events

“Greening” Your Event –
Practices & Pitfalls

*Discounts are available. See discount policy for details.

EVENT VOLUNTEER MANAGEMENT – FREE RESOURCE OR INSPIRED WORKFORCE?

Convenor

Jana Wunderlich is the Managing Director of Eventeamwork, Australia's first volunteer management company.



With a Master of Event Management from UTS, Jana is an expert in volunteer management with extensive experience in event operations. Jana works with a variety of events including Sydney Festival, Vivid Sydney and Sydney New Year's Eve to plan, implement and continuously improve their volunteer management programs.



Workshop overview

Take the stress out of volunteer management!

Many events cannot take place without volunteers. However, managing a diverse team of volunteers can be time consuming and daunting. Additionally, the value a volunteer program can bring to an event is often not leveraged. Being a major part of event operations, volunteer management can directly impact event outcomes in terms of customer experiences, money raised and operational efficiency.

This practical workshop has been developed to give event organisers easy to use strategies to make the most of their volunteer program. It will provide insights into the benefits that flow from a well-structured volunteer program and offer tools for planning, recruiting, training and communicating more effectively with volunteers. This workshop will discuss common challenges and possible solutions specific to participant's events. Attendees will walk away with a practical tool kit to apply to their volunteer program.

Topics covered

- > Myths and common challenges of event volunteer management
- > Volunteer management and management principles vs human resources
- > Volunteer program planning – importance of an integrated approach and planning volunteer requirements
- > Volunteer recruitment strategies
- > Communication & engagement – marketing to your event volunteers
- > Volunteer training – what is needed and making it count
- > Volunteer recognition

Who should attend?

- > Event managers organising single or multi-day events seeking to leverage their volunteer program
- > Festival organisers
- > Event organisers in the government sector
- > Event organisers in not for profit organisations
- > Charity event coordinators
- > Special event organisers
- > Sporting event managers
- > Community event organisers.

PROJECT MANAGING YOUR EVENT

Convenor

Noel Landry, one of Australia's most experienced major event project managers, has played a key role in the design, construction and site management of a wide variety of events including the Sydney 2000 Olympics and associated Test Events, the Royal Easter Show, the Brisbane Goodwill Games, and Beef Australia. From 2010 to 2014 Noel was APP's Project Director for the Australian Grand Prix in Melbourne's Albert Park, one of the world's most complex overlay projects, building a Formula 1 street circuit in a busy urban park. His knowledge of event spaces extends from sporting fields of play and concerts to public celebrations, festivals, conferences and trade expositions.



Workshop overview

Experienced event managers know that a significant part of the event budget goes to setting up and operating the event space or host venue. Whether your build involves constructing a temporary beach volleyball stadium on Bondi Beach for 12,000 spectators, or a community event with stages, markets stalls and catering vans, your obligations and your risks are largely the same. This workshop provides practical advice on managing time, cost and safety across the event design, construction and operation processes using project management fundamentals. The focus is on delivering world class event spaces that maximise patron enjoyment and amenity, while minimising your cost and exposure.

Course content

Design and layout for Major Event Spaces

- > Choosing the optimal event space-size
- > Managing the design process for events
- > Creating engaging precincts and paths of travel
- > Cost saving through smart upfront design
- > Determining the right amount of documentation
- > Overlay versus capital cost outlay

Procurement

- > Estimating your costs and setting an initial budget
- > Optimal packaging to achieve competitive pricing for your event goods and services
- > Understanding and avoiding goods and services gaps
- > Private sector versus public sector procurement
- > Choosing the right form of contract
- > Buying versus hiring considerations for events

Construction Management

- > Bump In / Bump out and time management
- > Stakeholder management
- > Your contractor as an event partner
- > Contractor management with regard to event scope and quality
- > Staying on top of your construction costs

Event Site Management

- > Managing your site OHS risk during the event build and operation phases
- > Approvals and sign offs
- > Lowering your site running costs
- > Effective final reports and feedback

Who should attend?

Event managers, council event staff, festival organisers, venue managers, large event planners, project managers, state event agencies.



MAINTAINING THE CREATIVE EDGE

Convenor

Gill Minervini has produced some of Australia's most engaging & successful international events that have delivered unforgettable experiences for diverse audiences. Known for her innovation, creativity, inclusiveness, financial effectiveness & strategic direction, Gill provides proven solutions to increase visitation & build profile for destinations through creative activity.



Formerly Creative Director for City of Sydney Events, she now runs her own creative consultancy - gill minervini creative. When working for the City, Gill was responsible for the creative direction & implementation of their major event program including Chinese New Year Festival – building it from a small community gathering to the largest celebration of the lunar new year outside of China; Art & About Sydney – a major international public art festival; & Sydney's Christmas Celebrations.

Through her company, Gill provides festival & event direction and creative & strategic advice to a range of national clients including the Barangaroo Delivery Authority (Sydney), Museum of Old & New Art (MONA), Waverley Council (NSW), Events Tasmania & Tourism Tasmania.

Workshop overview

There's so much to think about when organising events that sometimes our creativity gets lost somewhere between the safety plan and the budget! Yet spending time on the creative side of your event will give it an edge, something your audience will love you for and a reason for them to come back. Theming an event and building a creative team around you to deliver that vision can be the difference between an unforgettable experience and just another "gig".

This workshop will focus on creative content - how to come up with ideas, theming, design and entertainment - to enliven your event and make it stand out from the rest. We'll look at who you'll need to help you realise your creative vision, how to work with creative people and how to get the best from them. Event design and how it can enhance the audience experience will also be discussed as well as creative planning, programming and budgeting. We'll also look at how to engage the community as part of the creative experience.

This workshop will employ a number of hands on exercises and will explore various case studies to showcase the creative process in action.

Course Content

- > Creativity - what is it & why is it important in event settings
- > Using the creative process in event planning and delivery
- > The role of creativity in designing the performance element of events
- > Creativity in marketing and promotion
- > Developing new audiences through creative programming.
- > Engaging audiences and communities in the creative processes

Who should attend?

- > Event managers
- > Event coordinators
- > Anyone involved in staging events
- > Anyone wanting to make their event more creative and attract new audiences



DESIGNING ACCESSIBLE EVENTS

Time: 10am - 5pm

Convenor

Bruce M Cameron established Easy Access Australia Publishing (EAA) to research, write and publish Australia's only travel guide for people with a disability. He has published two editions of EAA (1995 and 2000) as well as two editions of Accessing Melbourne (2001 & 2006). More recently Bruce's work has focused on Sydney as Australia's major gateway where he played a key role in developing the Sydney for All project for Destination New South Wales. This project won the World Leisure Innovation Prize in 2010. Bruce is a wheelchair user following a spinal injury and is a member of the Association of Consultants in Access Australia.



Workshop overview

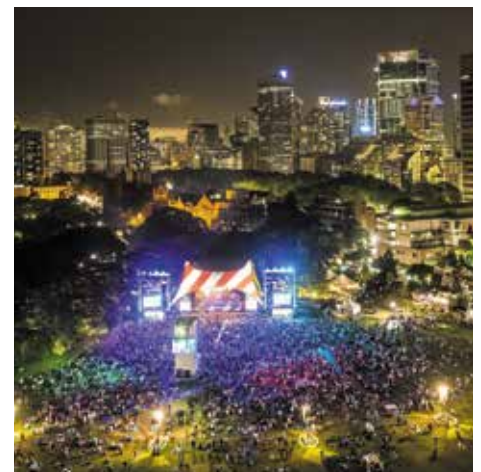
The course will provide event planners with a range of tools they can employ in designing, marketing and running events in order to make them inclusive and in so doing maximise their potential audience. Course participants will also gain an understanding of the steps involved in developing an accessible event plan.

Course content

- > What constitutes inclusive and accessible events
- > Addressing the legal requirements of the Disability Discrimination Act 1992
- > Defining the Four Dimensions of Access
- > Making the accessible events market part of your business
- > Managing the accessible experience – accommodation, travel and other services
- > Key factors in effectively communicating information across the dimensions of access.
- > Low cost and effective marketing of events to people with a disability
- > Measuring the accessible component of your business

Who should attend?

Event managers or coordinators of public events; exhibition organisers, corporate in-house event managers; festival organisers; local and state government employees involved in events; conference/meeting planners; charity event coordinators; special event organisers; sporting event managers community events organisers; and venue managers.



CREATIVE PROBLEM SOLVING - SOLUTIONS TO YOUR EVENT DILEMMAS

Convenor

Gill Minervini
(see bio opposite)



Workshop overview

Many event managers work in isolation and are responsible for every facet of their events – from ordering the port-a-loos to fundraising – so where's the time to really develop your event and your audience? It's so easy to feel stale and just "do what we did last year" but it's not rewarding for anyone. Managing events and making them fresh, creative and relevant is hard work – particularly if it's all up to you. Let alone dealing with boards, staff, volunteers, sponsors and all the authorities.

This workshop can be viewed as a follow on from Maintaining the Creative Edge (also conducted in this series) or as a stand alone seminar. The focus of this workshop is on how to approach the process of reformulating or re-creating existing public events in order to freshen their appeal,

ensure ongoing relevance and build new audiences. Specifically, it looks at the creative challenges event managers face, as well as the creative processes they may use to reconceptualise events and solve operational issues. Also, it aims to show, using case studies and specific examples of event problems of seminar participants themselves, how creativity can be employed to solve the many potential issues that arise in the process of event design and delivery.

Course content

- > The importance of event renewal
- > The creative process and its use in reconceptualising existing events
- > Stakeholders, event attendees and the creative renewal process
- > Building and maintaining audiences
- > Creative techniques for responding to event design and delivery challenges
- > Building creativity into existing event organisations
- > Case studies in reformulating / re-creating events

Who should attend?

- > Event managers
- > Event coordinators
- > Anyone involved in staging events
- > Anyone wanting to make their event more creative and attract new audiences
- > Anyone with an event "problem"



RESPONDING TO THE EVENT RISK MANAGEMENT CHALLENGE

Convenor

Andrew Tatrai has over 25 years of experience in event operational management and service supply, including for high risk events. Andrew has postgraduate specialist qualifications in risk management (Master of Risk Management, Monash University) and is a Certified Practising Risk Manager [CPRM]. He is a registered Workplace Assessor and Trainer and an accredited NSW WorkCover Safety Risk trainer. He is currently the Director and Risk Manager for Avert Risk Management Services, a niche risk management, workplace safety and public safety consultancy. Andrew is also an Associate of the Australian Centre for Event Management and a part-time lecturer at the University of Technology, Sydney.



Workshop overview

This workshop is designed to raise awareness of current safety systems and effective policies for safer events, in addition to procedures for effective risk management. From developing an event specific risk management plan and establishing processes to identify risks before they occur, to implementing safety and environmental management systems within your events team, this course will help you towards fulfilling your duty of care as a festival, public event, exhibition, concert or conference organiser.

Upon completing this workshop, participants should be able to:

1. Understand the legal and practical drivers behind the application of the risk management process
2. Apply the international standard for risk management to events
3. Understand approaches to effective risk consultation
4. Understand the key elements of a Work Health and Safety system
5. Discuss issues linked to the effective implementation of risk management systems at events
6. Construct a risk management plan with input from internal and external stakeholders, along with a register of event risks
7. Identify the factors underpinning the development of a risk management culture within an event organisation.

Course content

- > The importance of risk management in public and corporate event settings
- > An overview of the ISO 31000 Risk Management Standard and WHS legislation in Australia
- > Understanding an event manager's risk management and WHS obligations and liabilities
- > Applying risk management in event settings: crowd, emergency and general risk management
- > Risk management and contractor compliance
- > Case studies in event risk management
- > Writing a risk management plan

Who should attend?

- > Event managers and coordinators seeking a better understanding of risk management processes.
- > Landowners, managers of organisations or public entities that control event spaces and require guidance in applying risk management and OHS policies to events.
- > Contractors in the event industry wishing to comply with their event clients need to fulfil their duty of care.
- > Governments employees or agencies involved in overseeing events
- > Procurement officers and tender supervisors who are required to include and review compliant standards and processes for the event industry.
- > Police and other authorities who wish to integrate their own risk assessments with the assessments of event organisers and/or be able to robustly critique the risk management efforts of events.



DEVELOPING & LEVERAGING PUBLIC EVENTS

Convenor

Di Henry (OAM) is an internationally awarded Producer and Director of Festivals, Events, Exhibitions, Media and Marketing Campaigns. She has over 25 years of experience in creating and delivering a diverse range of culturally significant events and is recognised internationally as an innovative, dynamic and results driven professional. Her advice is consistently sought by event Organising Committees and companies around the world. Di is also the president of Maxxam International which is a successful Australian events company that has produced events in Australia, China, Italy, the Middle East, Asia, Canada, India, and the UK.



Anthony Bastic is a leader in conceptualising, producing and delivering major public events and celebrations both within Australia and internationally. His career is characterised by a succession of high profile event achievements. Anthony



has curated and produced events including: Vivid Sydney's famed Light Walk; the Lights of Christmas at St. Mary's Cathedral; and the Australian Garden Show Sydney. He has previously held positions as Public Programs Manager for the Sydney Opera House, Creative Director for the Sydney 2000 Olympic Games Live Sites, Creative Director of City Festivities for the 2003 Rugby World Cup and Event Director for the 2006 Melbourne Commonwealth Games.

Workshop overview

Public events come in a variety of forms from small scale community events to large scale sporting events, cultural celebrations and festivals. Those seeking to conduct such events are commonly faced with the need to 'sell' their concepts to government event agencies, granting bodies or private backers. As part of this process, it is often the case that they need to clearly show how the event would work operationally, as well as what its benefits will be in areas such as: community development, tourism growth and locational branding; and environmental enhancement or improvements to infrastructure. This workshop seeks to aid those charged with responding to these challenges.

Course content

- > Developing and scoping a new public event concept
- > Assessing the operational viability of a new public event in urban and regional settings
- > Identifying potential event stakeholders and their stake in a proposed event
- > Approaches to, and challenges associated with, working with event stakeholders to progress a new event concept
- > Identifying the benefits flowing from a public event
 - Community development
 - Tourism development and destination branding
 - Environmental enhancement
 - Local business development
 - Infrastructure development or enhancement
 - Education/improved knowledge base
- > Strategies for leveraging public event benefits for longer term community outcomes
- > Case studies in new event development and leveraging

Who should attend?

Organisations and individuals entrepreneuring new public events - festivals, sporting events, parades, heritage and cultural celebrations and arts events; tourism bodies, and government event agencies.

GROWING YOUR EVENT SPONSORSHIP REVENUE

Convenor

Malcolm Moir has worked in the arts and events area since 1981.

He has worked in the sponsorship and business development field for organisations including Opera Australia, the Sydney Opera House, Opera New Zealand, Sydney Organising Committee for the Olympic Games and the Powerhouse Museum. Presently, he is head of development for the Sydney Festival where he oversees a team of experienced staff responsible for the generation of non-ticket revenue, including sponsorship. He has also freelanced on many other projects including The Phantom of the Opera and Sensation.

While he has a wide range of experience through these organisations, the Sydney Festival has been the most significant having worked on 16 of the 39 festivals. Malcolm is also the co-author of the text *Event Sponsorship*.



Workshop overview

This workshop seeks to provide an understanding of the current climate and its impact on sponsorship. It will explore securing event revenue in an increasingly competitive environment using case studies and class exercises. The workshop will examine various partnerships that are closely aligned to the broad term of sponsorship. These will include merchandising, concession rights, media rights, image/brand licencing as well as other less commonly used sources such as competitions and donations.

Course content

- > What is sponsorship?
- > Understanding what you can offer
- > Expectations of sponsors
- > Tailored vs generic sponsorship proposals
- > Pricing sponsorships
- > How the changing media landscape has impacted the sponsorship market
- > Building the sponsorship proposition and evaluating of sponsors

Who should attend?

- > Corporate and public sponsorship managers: event managers and coordinators
- > Local or state governments employees or agencies involved in events
- > Event consultants



DIGITAL & SOCIAL MEDIA MARKETING FOR EVENTS

Convenor

For the past decade, Beth Powell has been training and consulting in digital marketing and social media methodology. Among her clients are ASIC, AMP, Toyota, and the Department of the Environment. Beth writes and facilitates the digital marketing and social media professional development programs for the Australian Marketing Institute and has run workshops for the Public Relations Institute of Australia. She also teaches digital marketing in the Bachelor of Business program at Macleay College. Prior to establishing her consulting business, Beth was the executive director of major events with the City of Sydney, responsible for the New Year's Eve events, the City's role in the Sydney 2000 Olympic and Paralympic Games, the Millennium and Centenary of Federation celebrations. She has a Masters degree in Digital Communications and Culture from the University of Sydney.

**Workshop overview**

This workshop introduces participants to Beth's 5 step digital marketing methodology. It covers analysis of the audience and competitors; developing content; publishing and distributing, including; social platforms; strategies to attract audiences; and analysis for improved performance.

Beth's methodology provides participants with a framework to develop a digital and social media marketing strategy appropriate to an organisation with little or plentiful resources. The workshop includes templates, case studies and group activities.

Course content

- > Who are the event's audiences, what are their preferences, what problem do they want solved, what do they need, what are their obstructions
- > Competitor analysis
- > Content mapping - what it is and how to do it
- > The importance of the blog
- > Developing your content distribution

- system, including social platforms
- > Search Engine Optimisation
- > Search Engine Marketing – using adwords and remarketing
- > How to use video to attract audiences
- > Social Media advertising – Facebook, Twitter, LinkedIn
- > Email marketing – building and maintaining a list that loves to hear from you

Who should attend?

Event managers; corporate in-house event managers; festival organisers; conference/meeting planners; charity event coordinators; special event organisers; sporting event managers; community events organisers; venue managers. Individuals seeking to enhance their competencies in this field of direct marketing.

"GREENING" YOUR EVENT - PRACTICES & PITFALLS

Convenor

Cameron Little, Principal of Sustainability Systems & Services, has two decades of experience within the sustainability and corporate social responsibility sector and has provided specialist sustainability support and services to the events industry for over ten years. Cameron works with a wide range of business, community sector, education and governmental organisations, helping their sustainability champions to develop and embed effective policies, procedures and practices so that they can progress towards achieving personal and organisational sustainability objectives. Cameron is also a national judge for several event and venue sustainability related award programs and has served as Director for the international Sustainable Event Alliance.



The program will include discussions on valuable decision making frameworks for experienced and early career event managers alike. Relevant and interactive examples will be provided, highlighting core areas particularly waste, procurement, energy, water and transport for a range of event types such as small corporate functions, community based and local council driven events, the MICE sector, sporting events and music festivals. Participants will have the opportunity to identify priority areas for action within their own event or organisation and to develop or refine key aspects of their own Event Sustainability Management System.

Course content

- > This international framework: ISO 20121 Standard for Event Sustainability Management Systems
- > Drivers for change – increasing costs and changing client and audience expectations
- > Scope – defining and managing the limits of your endeavours
- > Sustainable events – what are the key areas for attention?
- > Using policies and procedures to help to achieve your sustainable event objectives
- > Contractor and supply chain partnerships – are you sure they know what you want?
- > Staff training and site inductions - could people help more if given the chance?

- > Venue related implications, opportunities and constraints
- > Energy & water efficiencies and cost reductions
- > Food, beverages and packaging
- > Best practice waste management – begin with the end in mind
- > Purchasing & procurement
- > Creative approaches to reducing transport related impacts
- > Accommodation considerations
- > Sustainability reviews and certification programs for events, venues and practitioners
- > Tools and resources to assist with achieving improvements and tracking performance
- > Industry Associations and practitioner support networks
- > Gaining mileage from your efforts - Recognition and Awards Programs

Who should attend?

Event managers organising single and multi-day events; exhibition organisers, corporate in-house event managers; festival organisers; council event staff, conference/meeting planners; charity event coordinators; special event organisers; sporting event managers; community event organisers; venue managers, and sustainable event champions.

Workshop overview

This workshop has been developed to provide participants with a thorough overview of the core sustainability principles relevant to the events industry and the latest developments that are driving change. It examines the strategic opportunities that present from the alignment of well-structured policies, procedures and contractual inclusions with a drive towards collaborative implementation of action plans to get results.



Course Venue

University of Technology, Sydney
Graduate School of Business
Building 5, Block B
1 – 59 Quay Street
Haymarket, Sydney

One Day Workshop Fees

The cost of each workshop is \$575 (GST free).

The fee includes:

- > 1 day tuition;
- > All course material, including presentation notes;
- > Morning tea, lunch and afternoon tea;
- > A Certificate of Attendance.

Discount Policy

Discounts apply for the following:

- > 10% discount for registered charitable organisations
- > 10% discount if two or more staff from the same organisation attend any workshop
- > 15% discount for participants attending 2 or more workshops
- > 20% discount for participants attending 3 or more workshops

How to Enrol

Enrol online by visiting The Australian Centre for Event Management website www.acem.uts.edu.au or contacting the UTS short course administration office on 9514 2912. Please note that enrolments cannot be processed without payment. If you are attending more than one workshop please ensure you enrol in each one separately. Early enrolment is advised as places are limited.

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. Organisations may substitute one staff member for another, however, the Course Administrator must be advised of this change as early as possible. University of Technology, Sydney reserves the right to cancel this program. In the case of cancellation, fees paid will be fully refunded.

Additional Learning

ACEM plays an integral role in ensuring Event Management courses at UTS reflect industry best practice. Participants may be interested in:

- > Executive Certificate – 4 day short course
- > Bachelor of Management – Event Management
- > Master of Event Management

Learn more at www.acem.uts.edu.au

Enquiries and Further Information

For more information contact:
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