



Event Design Certificate Program

Innovate and improve events using a strategic management template

The challenge for every event manager is to develop a compelling program, over and over again. Taking care of concept development and event execution in the same role can be challenging. Every project is unique and often very complex. A spider web of all kinds of disciplines, delivering their services. How to articulate the value of an event, the return on investment and what is the effect the event has on branding, relationships and sales?

To innovate and improve events you need a tool. EventCanvas is a strategic management template to design events. The EventCanvas provides a common language for events which allows you to have a meaningful conversation with all parties involved, from event owner to supplier. A tool to design better events.

During this program

- ✓ You'll get insight in how events create value
- ✓ You'll discover a practical and visual language and you'll learn how to apply this in the innovation process.
- ✓ You'll learn about and appreciate powerful examples
- ✓ You'll gain knowledge about theories which are fundamental to Event Design
- ✓ You'll receive tips and tricks to have the strategic conversation about events
- ✓ You'll work with a tool for strategic management

'The Event Design Certificate program provides a great oversight to event planning and forces event professionals to view events differently. I think this approach creates a universal language that all event professionals can comprehend and understand. A perfect template to describe the importance of event design to others—stakeholders, vendors, bosses, etc.'

Amanda Larson, Marketing Director, Clarity Security
(Scottsdale AZ, USA)

Practical information

Dates	31 August, 1 and 2 September 2017
Training hours	9.00 to 17.30 h
Venue	University of Amsterdam, campus Roeterseiland
Price	€ 1,950.00 excluding VAT (including catering during the day and all program materials)
Language	English
Certificate	Participants receive a valuable Event Design Certificate of the University of Amsterdam

Who should participate?

This program is for change-makers, such as program managers, event managers and marketing managers who want a hands-on approach to understanding, designing and delivering events that matter by using the #EventCanvas, which is a strategic management template for developing new or documenting existing events and conference models. This program:

- offers insight in how events create value
- trains event professionals how to design events
- facilitates the strategic discussion about events
- is a tool for strategic management



Program

The program consists of three different modules:

Module 1 - #EventCanvas: Basic skill set and awareness

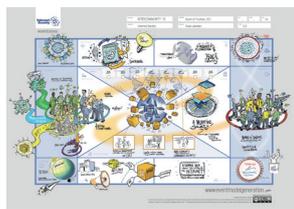
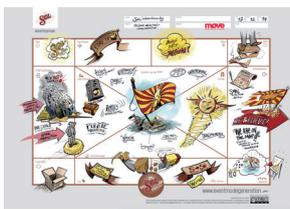
Stakeholder awareness, analysis and behaviour mapping (Empathy Maps) and basic application of the #EventCanvas to articulate how an event can change the behaviour of the stakeholders. Basic skills include ability to interpret and create an EventCanvas Boundary box and discuss stakeholder needs.

Module 2 - Familiarity with the #EventCanvas as a User Interface

Prototyping and application of the canvas to discuss, prototype and make informed decisions using the EventCanvas as a compass for the team to create impactful events with informed team members having used the process previously. Application of the Event Simulator, a toolkit with facilitation cards to enable team collaboration on creating events using the #EventCanvas.

Module 3 - Ability to lead a team through the process

Working with the Event Simulator, a toolkit with facilitation cards, which enable you to facilitate your team through an event design process. The toolkit enables your team to design events as a team using a proven method. We will address the ability to have the conversation on a strategic level and to make time available to design events.



After this program you:

- ✓ Are able to apply the EventCanvas to document and design events
- ✓ May submit a full event design as a case study within 6 months after the program
- ✓ Get two online coaching sessions with the trainers after the program
- ✓ Receive the Certificate and you may call yourself Certified Event Designer

Trainers

The workshop content will be presented to you and facilitated by Ruud Janssen and Roel Frissen, creators of the #EventCanvas.

Cooperation



Event Model Generation offers worldwide consultancy and training on Event Design. Roel Frissen and Ruud Janssen created the #EventCanvas and are founders of Event Model

Generation. The company provides Event Design Consultancy Services and develops tools and training and educational programs.

The creators invite others to participate in EventCanvas.org, a foundation which envisions further development and distribution to support the Foundation's worldwide mission.

Meeting Professionals International is worldwide distribution partner of all Event Design Certificate Programs.

Register

To register please visit: <http://aags.uva.nl/programmas/content/registration-event-design-certificate-program/registration.html>. By clicking 'Finish Registration' you agree to the [Event Terms and Conditions](#). In case you need help finding the right accommodation or if you have questions, we are glad to be of assistance. Contact Roel Frissen via
E: roel.frissen@eventmodelgeneration.com
M: +31(0)6-55192323

'It's very empowering to see how the team brings out all the dimensions and adds value to innovating our events using the EventCanvas. There is no cutting corners; spending the right amount of time on event design is what needs to be done to get the job done right.'

Mohamed Ba, Head of Innovation, ITU United Nations (Geneva, Switzerland)