

PROFESSIONAL CERTIFICATE IN EVENT MANAGEMENT

Victoria University (VU), Melbourne, is a long established and well-respected provider of award winning Event Management Education. VU also has well established links with the event industry and government bodies. These links cover a great range of event types and levels of provision.

To be known and respected by the best teams and leaders in the event management industry VU event educators ensure that knowledge transfer is both current and forward looking. Attendees of our series of professional certificate courses will have the opportunity to benefit from a learning environment which combines materials, activities and different learning platforms.

Whether you are involved in small or large industry events or conferences or larger public events — whether in the fields of business, the arts, community, sport or charity - our series of event certificate courses are an invaluable tool to build skills and aid professional development.



PROFESSIONAL CERTIFICATE IN EVENT MANAGEMENT

VU OFFERS THREE SEPARATE PROFESSIONAL CERTIFICATE COURSES.

- **PROFESSIONAL CERT 1. (LIVE) EVENT MANAGEMENT: A ONE DAY PROFESSIONAL CERTIFICATE COURSE IN EVENT MANAGEMENT. (\$830)**
- **PROFESSIONAL CERT. 2 (WEB) EVENT MANAGEMENT: ADVANCES IN PRODUCING THE EVENT. FROM MARKETING TO EXPERIENCE MANAGEMENT (\$800)**
- **PROFESSIONAL CERT. 3 (LIVE/WEB COMBINATION) EVENT MANAGEMENT: ADVANCES IN PRODUCING THE EVENT: VALUE ADDING, CONTROLLING AND SUSTAINING (\$850)**

WHY SUBSCRIBE TO EACH OF THESE ONE-DAY COURSES?

- Busy professionals that are unable to commit the time to a more substantive course will benefit through each of these immersive one -day experiences. The program has been designed to cover the most sought after and appropriate areas for practicing event co-ordinators.
- The first (foundation) certificate course when added to the two additional certificate courses in this series will lead to an opportunity to receive a **professional diploma**. This diploma may be used as accreditation, where appropriate, for tertiary study at Victoria University.

Participants of all the certificates will develop an enhanced capacity to:

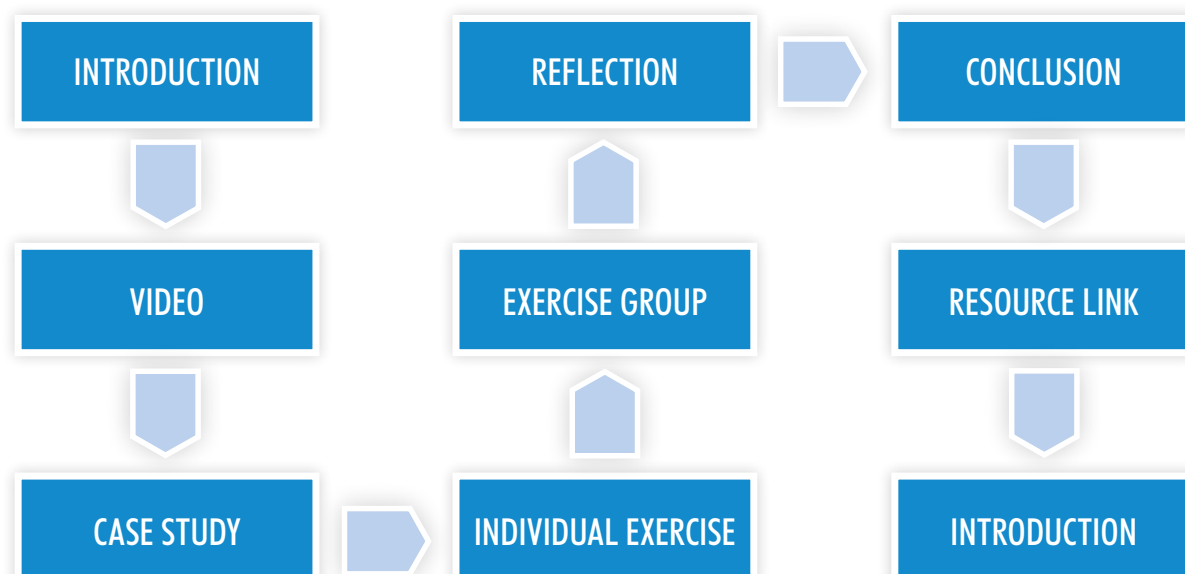
- Understand the key principles for the design and management of an industry event;
- Address key planning tasks for a successful event;
- Address needs of creative production and innovative design;
- Address the management and evaluation of the event in a structured way;
- Address key risk management practices and mitigation strategies;
- Understand and link social media strategy with core management and marketing needs,
- Address the process required to make your event environmentally sustainable.

In addition all participants will have access to

- Cloud (online) and discussion resources (text and multi-media)
- Ongoing post-course news updates (resources, market changes, and what's hot and what's not)

LIVE LEARNING PROCESS

This program is supported by a range of learning methodologies as shown below:



PROFESSIONAL CERT 1. (LIVE) EVENT MANAGEMENT: A ONE DAY PROFESSIONAL CERTIFICATE COURSE IN EVENT MANAGEMENT. (\$830) (MONDAY, MAY 27, 2013)

WHY IS IT IMPORTANT AND WHAT THE FOUNDATION COURSE WILL PREPARE YOU FOR

This course is a non-assessed day of activity which gives you the vital foundations required for working in the challenging, rewarding and ever changing environment of event production. It offers a foundation in the management requirement of events, their design and their marketing.

Key learning outcomes:

- Develop your knowledge of: the event concept, event design, event bump-in and bump-out, policy requirements, legislation, insurance, finance, sponsorship and risk management, and current and likely future requirement of social media and market communication;
- Address competency issues in respect of: audience development, the expectations of your event users (e.g. audience or delegates), changing consumer preferences, competitive analysis,
- Extend understanding for the management planning, application and measures required for the environmental sustainability of events: issues include best practice, effective energy and waste management strategies and their relation to economic efficiency of events.

This day course will provide an extensive range of resources for use in your professional environment. These are updated and available to you for one calendar year.

PROFESSIONAL CERT. 2 (ONLINE) EVENT MANAGEMENT: ADVANCES IN PRODUCING THE EVENT. FROM MARKETING TO EXPERIENCE MANAGEMENT (WEEK BEGINNING JULY 8, 2013) (\$800)

This second certificate course is online (web based) and offers: Planning and staging (organisation, task breakdown and scheduling); creativity and design; ensuring successful client relations (delegates/ audience and sponsors); effective management of suppliers and buyers; communication management, and strategic use of Social Media for events (Social publishing, Social collaboration, Social Networking, and Social Feedback). Real-time trainer activity and question-and-answer sessions are an additional feature of this course.

Key learning outcomes:

- To understand and give examples of integrated planning and staging application;
- Assess integrated planning and staging design as a strategic tool;
- Extract principles of creativity and design from local, national and international case; example of creative management process in creating consumer experience (whether for fantasy , entertainment , festive celebration or public event; or for learning and team building, or for business training or industry exchange);
- Build crucial knowledge of communication technology and the principles of bringing together multiple and integrated communication plans,
- To produce a number of social media strategies appropriate to each of the above.

This day course will provide an extensive range of resources for use in your professional environment. These are updated and available to you for one calendar year.

PROFESSIONAL CERT. 3 (LIVE/WEB COMBINATION) EVENT MANAGEMENT: ADVANCES IN PRODUCING THE EVENT: VALUE ADDING, CONTROLLING AND SUSTAINING (TUESDAY FEBRUARY 18, 2014) (\$850)

Includes: Choosing your partners (understanding opportunities); negotiation management; legal basics; guest and crowd management; post-event planning, and the issues to remember.

Key learning outcomes:

- Undertaking feasibility studies and negotiation planning;
- Techniques and applications to ensure and record multiple outcome;
- Facilitation of best practice in health, safety and legal requirements;
- Evaluate events and provide results appropriate for a number of professional outcomes(break-even and sensitivity analysis; economic and environmental; introduction to planning for funding and policy applications),
- Facilitation, examples and responses from industry experts in crowd management.

This day course will provide an extensive range of resources for use in your professional environment. These are updated and available to you for one calendar year.

CONTACT US

FOR FURTHER INFORMATION

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VENUE

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REGISTRATION

Registrations forms available from
vu.edu.au/eeu or
joe.griffin@vu.edu.au



vu.edu.au/eeu

Victoria University CRICOS Provider No. 00124K

FACILITATORS

WHO FACILITATES THE TRAINING AND DEVELOPMENT?

Importantly, not only do we have many experts in event management within the university who will facilitate your own development in each of these three certificates, we also have a great many associates working in the wider events sector. Together we will offer a course like no other. As part of the benefit of enrolling onto the program you are given access to an online resource base (to aid your application of what you have learned to your working environment) and a discussion forum for the duration of the year in which you enrol. This will help you keep informed of trends, changes, opportunities and challenges (and responses to challenges) in the future as well as presently.

Mr Martin Robertson and Dr Colin Drake are both international lecturers in Event Management at Victoria University. Both have extensive experience in managing events and their promotion, as well as teaching qualifications relevant to the event management discipline.



Martin Robertson is a professional Event Management educator, with a background in conference, hospitality and tourism management (in the UK, Spain and Australia). He has co-edited five books - and written a great many articles - relating to the management of art and community festivals, sport events and business event management. Martin has also been involved in the organisation, operation and marketing of conferences and professional meetings throughout his 17 years as a University educator. He has had an ongoing organisational and committee role with a major community festival in Victoria.



Colin Drake is a professional Event Management educator, with a background in business events - in the UK, New Zealand and Australia. More recently, prior to entering academe, he was marketing manager at a major public venue and independent concert producer. Colin has produced or promoted a range of concert attractions including Burt Bacharach, kd Lang, George Benson and Dionne Warwick. Colin holds an MBA from the University of Adelaide and a PhD from Victoria University.