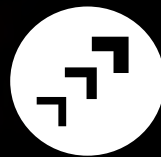


EVENT
ACADEMY

Diploma in event management

Online



Accredited by

CIM

Events are increasingly a crucial part of any brand or customer experience, complementing and balancing the shift to digital and online. They are also fun, colourful, people centred happenings that deliver the best of human engagement and experience. Everything from the Olympics to your wedding, from Glastonbury to a product launch or corporate conference, from a party to a funeral...all of life's experiences are captured by events. But only the best of them are memorable or effective and that is where your skill and qualification as an event manager will come in. **Could this be your career?**

01 Introduction

Welcome to this introduction to our online diploma course in event management.

This course will provide you with an incredible opportunity to study and qualify in one of the world's most dynamic and fastest growing industries. You will be able to study from home, from work or on the move and on the device of your choice ... while remaining connected to the lecturers and fellow students within The Event Academy. This is a unique course, pioneering a better and more effective way of learning and qualifying.

Your qualification will be equivalent to a Level 4 and will be accredited by the globally recognised Chartered Institute of Marketing (CIM). There is no higher level of training in this field available.

We hope that you find this brochure useful and that it enables you to make an informed decision about your training. If however you would like to know more about either us or the course then please don't hesitate to contact us either on the phone: +44 (0)207 183 5129 or at info@eventacademy.com.

We look forward to helping you experience your future.

The Event Academy team

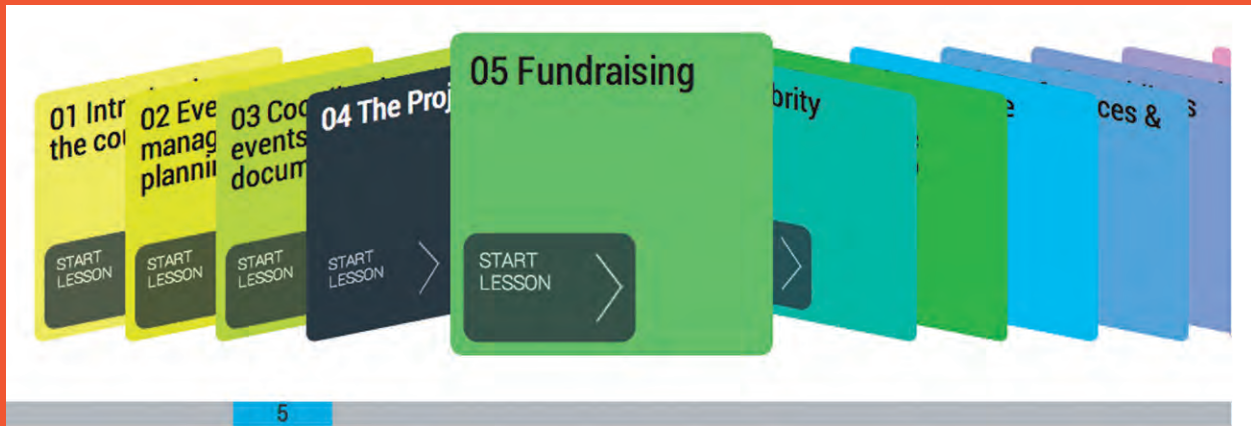
BENEFITS

- > BESPOKE ONLINE PLATFORM
- > SUPPORTED AND INVOLVING
- > FLEXIBLE LEARNING
- > 120 HOURS OF LEARNING, 21 LESSONS
- > DEDICATED PROJECT
- > LEADING EVENT INDUSTRY LECTURERS
- > EVENT ACADEMY GLOBAL NETWORK
- > COST

Please call us for up to date course prices or check the website: www.eventacademy.com/courses

Accredited by





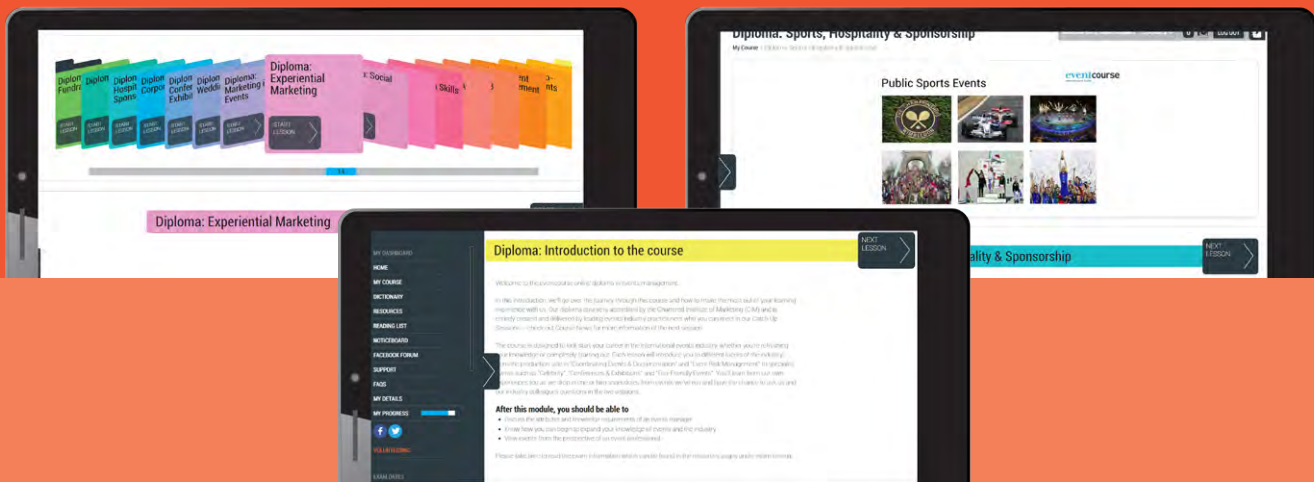
02 How does this course work?

By studying this course online you will be involved in the highest level of CIM accredited training available, delivered in a flexible, engaging format that you can chose to do at any time and on any device.

The content of the course is broken into 21 lessons that you will interact with and participate in, as well as a project and an exam, which will be your formal assessments. There are more details on page 9.

The platform we have built for this course is our own customised learning environment. Each lesson is delivered by a team of the most experienced lecturers in the industry through illustrated audio and video files. The lessons are not only fun and engaging but are also accessed as easily as albums in your iTunes.





02 How does this course work?

Navigation

Your progress through the course is carefully mapped and visible at all times. There is also a wealth of supporting resources available including a dictionary, a reading list, quizzes and downloadable content. In addition there are areas of the site where tutors and lecturers can contact you as well as spaces for you to interact with your fellow students.

Involvement

To ensure you feel involved in the learning experience we hold regular online 'hangouts' hosted by lecturers and course tutors who will be able to answer specific questions and discuss responses.

Support

If you have any questions in between hangouts you can use our online ticketing system which will channel your questions to the correct person.

More than a course

Your online course will enable you to receive regular updates on opportunities, voluntary or paid, that we have access to across the events industry. Our connections into a variety of events, exhibitions, festivals, conferences, parties and weddings ensure that there is a stream of staff enquiries from agencies, corporates and other event organisations. In addition many of our alumni (past students) are now working in the event world providing us with fresh connections and opportunities.

This course will open your mind and imagination to the opportunities for a future in the event world.



03 Entry requirements

We recommend that you have the following or equivalent:

- 2 'A' Levels and 5 GCSE's (including English and Maths)
- An international Baccalaureate (equivalent NQF Level 3 or higher)
- GPA of 2.0

Alternatively if you don't have the above qualifications you should be either:

- Already working in the events or marketing industry with at least one year's relevant industry experience
- Have at least two years alternative professional experience within a business environment

We will also consider other qualifications and experience, so contact us if you are unsure.

You will need to be able to speak and write English.

On completion of the course, should you be successful, you will be awarded a CIM accredited Diploma Certificate.

If someone said to me I'm not going to be motivated to do an online course, I'd say do the Event Academy Online Course, it really is the best solution

Katherine Richardson

Worldwide Events

Don't think I could've found a better course for me!

Nicola Callander

04 Course payment

Payment

The course fee is payable before the course will be available to you. Once payment has been authorised you will be given a password which will enable you to logon and start your training.

Course fees

Please call us for up to date course prices or check the website:
www.eventacademy.com/courses

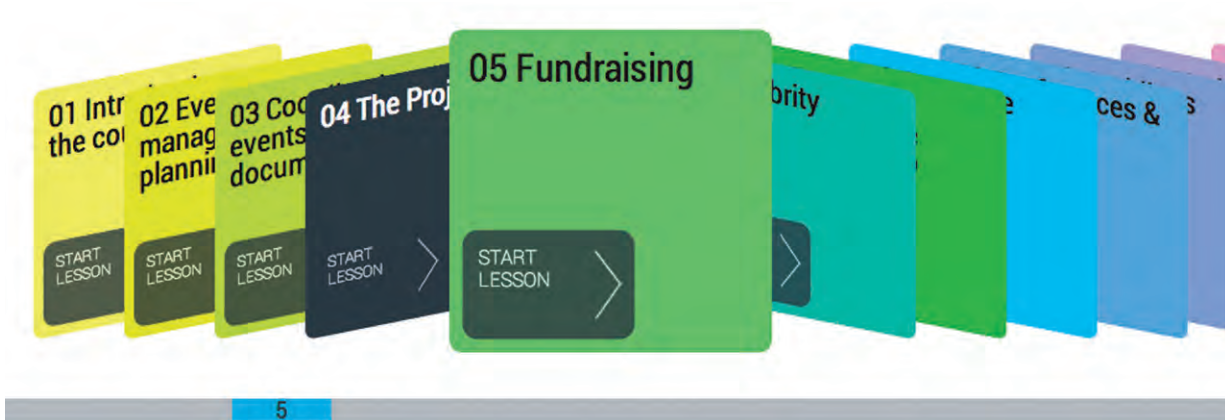
How to pay

Please visit eventacademy.com and click 'book now' or ring us on 0207 183 5129 to speak to a course advisor.

Expiry

Your access to the course is valid for one year from the date that you start.





05 Course overview

01 Introduction to the course	07 Sports hospitality & sponsorship	13 Social media	19 Eco-friendly events
02 Event management planning	08 Corporate events	14 PR	20 Top tips in the industry
03 Coordinating events and documentation	09 Conferences & exhibitions	15 Presentation skills & pitching	Exam criteria
04 The Project	10 Weddings	16 Production A	
05 Fundraising	11 Marketing in events	17 Production B	
06 Celebrity	12 Experiential marketing	18 Event risk management	

If I could, I would do it again

Pawel Dobrowolski

05 Course overview

Content of the course will include:

- The skills and knowledge needed to be prepared for a career in the event industry
- Key marketing tools for researching, planning and managing events
- The combination of a simple marketing strategy and a review of past examples to contrast and compare with your own
- How to measure and evaluate the success and ROI of an event
- Objective setting and an introduction to strategic planning
- Public relations and its importance to events
- Typical event manager and client roles and responsibilities
- Project management tools including budgets, action plans, project plans, production schedules, key milestones, reporting systems, agendas
- Venue sourcing and management
- Supplier appointment and liaison
- Client account management
- Budget management and contracts, terms and conditions
- Risk management and the importance of Health and Safety
- How to work as part of a team

Project

You will receive a brief for a real event and develop and present solutions (online) to a client (in the past these events have originated from briefs from clients such as BMW, Credit Suisse, Orange/T-Mobile, Netjets, Hilton and Old Mutual).

Course characteristics

This course is designed to provide you with a broad understanding of the scope and breadth of the event industry.

It will:

- Provide you with the range of options encountered when producing and marketing an event
- Enable you to identify how events fit within business, charitable and social environments
- Highlight how events are utilised by organisations and explain why they provide valuable marketing and communication tools
- Equip you with tools and skills to produce an event that meets a specific brief

Exam

At the end of your course you will sit an online exam. This can be taken anywhere in the world and eventacademy can help you find a local test centre. You have one year from the date you start your course to take the exam and you will be given a list of exam dates throughout the year to choose from.



Justine Kane
Course Director
Event Academy



Claire Derrick
Director of
Education
Event Academy



**Rupert
Fitzmaurice**
Director
Event Academy



**Lorne
Armstrong**
Director
Event Academy



**Karin
Pointner**
Course Manager
Event Academy

06 Who we are

Who we are

The Event Academy is an accredited training institution offering courses solely in event management.

What we believe

We believe in preparing our students for the real world and for the opportunities that exist to get a job in the event industry.

Our experience is that most event management training fails to equip students adequately for the workplace. By relying on theory and classroom based lectures many courses provide little more than a background understanding of their subjects... with limited practical hands on experience.

The result is that students leave their course 'under-qualified' to take up the opportunities in the market place (particularly in the competitive fields of event management, marketing and communications). Employers become frustrated and reluctant to take on 'trained' graduates because "the previous candidate took too long to be useful" (Jim Curley, MD M-is).

We are different

We pride ourselves on creating powerful learning experiences that give you the best chance of gaining the skills that will enable you to build a fulfilling career.

We are passionate, not just about the content of the courses we offer, but also the way that they are delivered and experienced. We use high levels of involvement to create powerful learning experiences using techniques that have been developed in both the corporate and academic fields with global organisations such as AXA University, GSK Academy and the Chartered Institute of Marketing (CIM).

Our courses are focused on the specific, and constantly changing, requirements of the event industry and range from a 6 month full-time Postgraduate course (Level 7 equivalent), which includes a 3 month placement to a one week, certificate qualification (Level 3 equivalent).

Our Experience = your career

We know what it means to work in the event industry because we have done it. Our lead team has over 80 years experience in events, ranging from owner/founders of globally renowned event agencies to course directors of leading training organisations.

We have built a substantial network of partners and clients within the event industry - this enables us to have a deep understanding of customer needs and to introduce appropriate students accordingly.



06 Who we are

Lectures are delivered by:

- **Justine Kane – Event Academy**
(clients/employers include: Mars, Haagen Dazs, WWF)
- **Lorne Armstrong – Event Academy**
(clients/employers include: RBS, HMRC, BBC)
- **Claire Derrick – Event Academy**
(clients/employers include: Royal Household, GlaxoSmithKline, Cancer Research, WWF)
- **Rupert Fitzmaurice – Event Academy**
(clients/employers include: Airbus, Coors and AXA)
- **Rebecca Sears – Marketing and Events Consultant**
(clients include: GU chocolate, British Airways, Pernod Ricard)
- **Martin Turner – Event Management Consultant**
(clients/employers include: Pepsi, Credit Suisse, Barclays Capital)
- **Natalie Lloyd – Digital Consultant**
(clients/employers include: TEDx, Applejuice, Photoworks)
- **Rosie Ham – Event Management Consultant**
(clients/employers include: Barclays, Netjets, Goldman Sachs)
- **Nik Moore – Production Consultant**
(clients/employers include: Wella, Vidal Sassoon, Paul Mitchell)
- **Sonia Abrams – Wedding planner**
(clients/employers include: Waldorf Astoria, Sparkle and Wow)
- **Sarah Pimenta – Creative Consultant**
(clients/employers include: lastminute.com, Lebara, Adidas, many arts organisations)



07 CIM accreditation

Accredited London Event Courses

We are accredited by the Chartered Institute of Marketing (CIM) and are the only event management course they accredit. The chartered title is an internationally recognised professional designation indicating the highest standards of ethical and professional conduct, up-to-date technical expertise and the capabilities of a qualified professional.

We are proud to work with the CIM and to have our courses accredited, ensuring that the highest level of training is provided to our students. The process of accreditation is a rigorous one, which means that we are advised, challenged and monitored on a regular basis. This gives you reassurance that you are getting the very best training that the event industry has to offer.

For further information about the Chartered Institute of Marketing please visit www.cim.co.uk.

Why do a London based Events course?

London is very much seen as the epicentre of the event world. Globally all eyes are on what is happening in London as it is the height of innovation and creativity. We have been lucky to have such global events as the Royal Wedding and Olympics in London.

This just adds to the already existing thriving and cutting edge reputation London has in events. It is therefore of great value and kudos to have a London based event course on your cv.

Accredited by





08 What next?

If you want to launch a successful career in the event industry the next step is register for this course, a CIM accredited Diploma in Event Management for Marketing and Communications.

Please go to eventacademy.com and click on “Online Diploma’ to get started.

If you need assistance either please call us on: +44 (0)207 183 5129
or email at info@eventacademy.com



We would love to hear from you,
please get in touch:

+44 (0)207 1835 129
info@eventacademy.com
www.eventacademy.com