

EVENT ACADEMY

**One year Degree Alternative
in event management**



Accredited by

CIM



AN ALUMNI EVENT

Once you're in,
you're in.



SITE VISIT AT THE DORCHESTER

As the no. 1 provider of event management training The Event Academy is incredibly proud to present our one year full-time Degree Alternative course.

In less than a year, students with little or no event management experience or qualifications will graduate with a CIM accredited level 7 Postgraduate Diploma in Event Management for Marketing and Communications.

This course will include a 3 month work placement in the events industry ... 90% of which lead to full time employment.

Students emerge with deep and broad levels of practical knowledge and experience. They are confident and connected. They are work ready. It's no surprise the event industry loves them.

“Graduates from The Event Academy are head and shoulders above any other students that I have encountered...and that’s over 25 years of working in this industry and leading global events agencies. They are our no. 1 preferred provider of placements students.”

Cheryl, HR Director – Clarion Events Ltd

Why choose The Event Academy Degree Alternative Course?

Level 3-7 Accreditation – The CIM provides the highest level of accreditation. We are the only event training provider that they recognise and put their stamp to. Employers know this. It matters.

Expertise – Our team of lecturers are professionals in the industry. They are the experts. They are event leaders. You will be learning from the best.

Experiential – Our teaching methods combine information and experience. You don't just sit and listen. You get up and do. We help you put the learning into practice at every stage.

Location – Our Courses are delivered in London, the global capital of events and creative services. We use the city, its world class Universities and creative agencies as our classroom.

Network – You will become part of a broad network that has been created over the past 20 years. Through The Event Academy you will be connected to every part of the events world... its ideas, agencies, leaders, venues and suppliers.



“If you’re prepared to put your heart, soul, time and passion in you can do amazing things!”

Molly Hodges, Graduate

Support – We are a team of real people who think about every detail and commit to support you throughout your learning journey. We’re at the end of a phone. We reply promptly to your emails. You’ll notice the difference.

Opportunity – Fundamentally we are about enabling you to be the very best, by taking up the opportunity to be a part of a dynamic, global industry. Events are hard work. But they are also a lot of fun. They can be very powerful. There are more of them than ever before. They are never, ever dull. We like it that way...





One year Degree Alternative in Event Management

Our full-time one year course runs from September to July

Stage 1 Foundation

Fast paced, kick-start foundation to event management. Includes site visits to top London venues.

- Level 3 qualification
- 1 week full-time

Stage 2 Intermediate

Exploration into key event sectors, building knowledge, practical skills and confidence.

- Level 4 qualification
- 3 weeks full-time

Stage 3 Advanced

Intensive deep-dive including four practical group projects culminating in a live event.

- Level 7 qualification
- 12 weeks full-time + 12 week placement

Placement

Real-life work experience as an event manager - over 500 unique companies to choose from.

The content of the course is divided into core topics, key modules, support elements and assessments and culminates in a 12 week placement.

Core Topics

- Event journey
- Setting up a project
- Creative process
- Client & customer relations
- Finance & budgeting
- Supplier management
- Venue management
- Risk management
- Site visits & agency visits

Key modules

- Sports, sponsorship & hospitality
- Conferences & corporate events
- Marketing an event
- Experiential marketing
- Fashion & private parties
- Weddings
- Production & technical
- Festivals
- Exhibitions
- Public relations
- Social media
- Fundraising
- Celebrity events
- Sustainable events

Support

- Mentoring: includes 1:1 performance reviews, target setting and guidance through projects
- Interview skills & CV advice
- Placement guidance & support
- Presentation & pitching skills
- Access to online modules
- Guest speakers
- How to set up your own event business
- Exam revision support

Assessment

- 5 x group projects
- 1 x live event group project
- 3 x exams

Why spend 3 years and £54k at university to get a career in event management?

We offer a fast-track route for a fraction of the price.



“I couldn’t have found a better way to start my career in the event sector.”

Miriam Roda - Century Club

What you get:

- **Qualifications:** Level 3, 4 and 7 qualifications, all accredited by the Chartered Institute of Marketing
- **Knowledge:** Experiential training in London, delivered by expert lecturers who are experienced practitioners
- **Experience:** A 3-month guaranteed work placement in an event agency, venue or event organisation of your choice
- **Opportunities:** Wide range of on-going volunteering opportunities.
- **Connections:** Access to a huge network of experts, connections and job opportunities and membership of our global Alumni network of over 2000 practitioners
- **Support:** Dedicated personal mentor through each stage of the course and an expert team to support you.

All the tutors have
such passion and
enthusiasm for the
events industry,
which translates into
the lessons every day

Hannah Barry
Events Executive at Adorem

BETTER
IS
POSSIBLE



Stage 1 • Foundation

Overview:

This week-long kick start to your Degree Alternative is structured to give you an intensive burst of learning each morning, after which you will visit key London event venues in the afternoon. This enables you to directly apply your newly learnt skills in a real-life situation.

In this Foundation stage you will learn the fundamental principles of organising an event, identify how they fit within business, charitable and social environments, how to market an event and how to manage it from A-Z.

Delivered by our team of experts you will not only learn the core skills but also hear first-hand stories and tips about key elements of the events business. This is a comprehensive introduction and foundation to event management.



Core Modules:

- The Event Journey
- Event Management Planning
- Coordinating events
- Creativity in events
- Venue Management
- Finance and Budgeting
- Risk Management
- Supplier Management
- Client & Customer Relations

Key Modules:

- Marketing in events
- Production and Technical

Next steps:

On successful completion of this stage you will be awarded with a Certificate in Event Management (level 3) accredited by the Chartered Institute of Marketing and you will be able to progress onto the Intermediate Stage of the Degree Alternative.



Stage 2 • Intermediate

Overview:

In this three-week intermediate stage you will delve deeper into the world of event management and explore the wide breadth of event sectors. Building on key learning and core topics covered at the Foundation stage of your course, you will develop your knowledge, practical skills and confidence.

There is only so much that can be taught in the classroom. Event management requires you to understand how different spaces can be used, how to move people around, how to create inspiring environments and how to manage multiple suppliers and partners. During this stage, you will have the unique opportunity to see behind the scenes of two London venues and learn how to conduct site visits.

You will develop your project skills, working on a live brief from a real client. Your group project will give you the chance to experience different event roles, challenging yourself and improving as you progress. Recent clients have included BMW, Credit Suisse, Hilton Foundations, Everything Everywhere (EE), NetJets, Sochi Winter Olympics, FIFA 2014 World Cup, The United Nation, UNICEF, Pret a Manger, L'Escargot and The British Army.

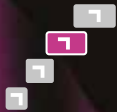
As well as building on the Core Modules covered at the Foundation stage, you will study the following Key Modules:

Key Modules:

- Marketing in events
- Experiential Marketing
- Production and Technical
- Festivals
- Celebrity events
- Corporate events and Conferences
- Exhibitions
- Wedding Planning
- Sports, Sponsorship & Hospitality
- Public Relations
- Sustainable events
- Social Media
- Fundraising
- Pitching & Presenting

Next steps:

On successful completion of this stage you will be awarded with a Diploma in Event Management (level 4) accredited by the Chartered Institute of Marketing and you will be able to progress onto the Advanced Stage of the Degree Alternative.



Stage 3 • Advanced

Overview:

This stage of your Degree Alternative course is an intensive deep-dive into event management that will give you a rigorous blend of academic knowledge and practical training. It's designed to immerse you in events, refine your skills and build your confidence as an event professional. You will explore the Core Modules and Key Module subject areas covered in the Foundation and Intermediate stages in greater depth, and add to your knowledge of the event sectors.

This stage is packed full of practical support, guest speakers and site visits to give you industry insight, helping you decide where you see yourself heading in the event industry and preparing you to get there. You will receive 1:1 CV advice, interview skills preparation, presentation and pitching workshops and regular feedback.

As well as taking you to a range of unique venues for site visits, in this stage of your course we will also give you exclusive access to London-based event agencies, where many of our students go on to do their work placements.

Event management requires great teamwork, resourcefulness, creativity and tenacity to succeed. The four group projects in this stage of the course, culminating in organising a live event in London, will help you to refine these skills and qualities, preparing you to begin your career in the industry.

As well as building on the Core Modules covered in the Foundation and Intermediate stages, you will study the following Key Modules:

Key Modules:

- Marketing in events
- Experiential Marketing
- Production and Technical
- Festivals
- Celebrity events
- Corporate events and Conferences
- Exhibitions
- Wedding Planning
- Sports, Sponsorship & Hospitality
- Public Relations
- Sustainable events
- Social Media
- Fundraising
- Pitching & Presenting
- Fashion & Private Parties
- Setting up your own Business
- A Day in the Life of an Event Manager
- Interview Preparation
- CV Preparation

Next steps:

On successful completion of this stage you will begin your work placement. At the end of your placement you will be awarded with a Postgraduate Diploma in Event Management (level 7) accredited by the Chartered Institute of Marketing.



Stage 3 • Your placement

Your Degree Alternative will culminate in a work placement with an events company or agency of your choice.

Your placement is an incredible opportunity to apply all the skills and knowledge you have learned in the classroom and demonstrate your value to a prospective employer. It gives you real-life working experience as an event manager to add to your CV as well as helping you to better understand where you see yourself going in the event industry.

This is a guided process from start to finish. We help you to prepare your CV, teach you how to do your very best at the interview and advise you on the type of placement company we believe will suit you best. Through a series of one-to-one meetings, we match you to the perfect opportunity to suit you and your ambitions in the industry. We keep in close contact with you throughout the whole process.

Take a look at some of our current preferred placement partnerships on our website

We have links with a wide range of event agencies, charities, venues and companies covering all aspects of events and event planning.

Here's some examples to get you thinking:

Party planning agencies: GSP, Bentleys, Smart Group

Boutique agencies: Quintessentially, Bespoke Events, The Admirable Crichton, The Department

Venues: The Brewery, Tobacco Dock, The Hoxton Hotel, Middle Temple, Kensington Roof Garden, Fulham Palace, Century Club

Experiential Marketing agencies: WRG, The Concerto Group, Imagination, Jack Morton

Production agencies: Made up, This is BD, We Are Amplify

PR agencies: Inca PR, Modus Publicity, Surgery PR

Internal Communications agencies: First Protocol, Involve, Unspun

Corporate companies: Red Bull, Net Jets, Ernst & Young, EE, Innocent

Relationship building agencies: CTN, Adorem

Fashion agencies: Blonstein, Negarin, INCA

Sporting agencies: CSM, PSG, Soul Sports, Octagon

Festival agencies: Get Involved, Vision Nine, Brand Events

Exhibitions: Clarion Events Ltd, Montgomery Events

Charities: The Big Issue, Scope, Jamie Oliver Foundation, NSPCC, Terrance Higgins Trust

Event Catering companies: Bovingtons, Rhubarb, Absolute Taste

Mentoring and Support

Throughout your course our expert team will be on hand to guide and support you. Your personal mentor will keep in regular contact, giving help and additional teaching as and when you need it.

You will receive the following:

- 1:1 mentoring, including performance reviews, target setting and personal guidance through projects
- Interview skills training & CV advice
- Placement guidance & support from dedicated placements team
- Presentation & pitching skills sessions
- Exam revision lecture and resources
- Support from our Student Services team

Volunteering

Alongside your course you will be encouraged to take up some of the many exciting and varied volunteering opportunities available to you. This real-life hands on experience will be invaluable as you progress through your course and into your career. Take a look at our website to explore the huge range of volunteering opportunities available to our students.

Assessments


Assessments at each stage of the Degree Alternative are made up of project work (60%) and an examination (40%).

We don't believe in theoretical 'testing' so each project assessment is with a real industry client. This allows you to experience real-life pitching and presenting, but in the safety of the classroom. You will work in a team for project-based assessments but also have the chance to show off your own presentation skills; one of the keys to being successful in events.

Finally you will take a written exam at the end of each stage that will test your academic knowledge. Each exam is preceded by an Exam Revision session, to help you feel fully prepared.

After each assessment you will be given feedback by your personal mentor, designed to help you improve your performance for the next stage.



A person in the foreground is holding a smartphone up to take a photo of a crowd of people at an event. The background is slightly blurred, showing other people and what appears to be a stage or performance area. The entire image has a purple tint.

**“I love my placement.
They’ve given me loads of
responsibility right from the
start. The course gave me
the skills to be able to be
useful straight away”**

Ben, iD Agency



“An amazing launchpad into the industry. It teaches you confidence and knowledge in equal measure. A lot of work but also a lot of fun!”

Phoebe, Alumni



Entry requirements

Guideline course entry requirements. We are flexible on qualifications depending on your experience.

You can apply for the Degree Alternative course if you have any of the following:

- 2 A levels and 5 GCSEs (including English and Maths) or equivalent*
- International Baccalaureate (equivalent to NQF level 3 or above)*

OR

- Experience working within the events or marketing industry
- Alternative professional experience within a business environment

Please contact us if you have any questions about your application.

*In exceptional cases we will consider other qualifications and experience.

How to Apply

To apply for a place on the Degree Alternative you will need a consultation with a member of our Admissions team. This is informal and helps us to learn more about your qualifications and experience, and provide advice on which course would suit you best.

Consultations can take place over the phone or at one of our monthly Open Evenings, or Open Days.

Call us on +44 (0)20 7183 5129 or email info@eventacademy.com to book a consultation, book a place at an Open Evening, Open Day or to find out more.

Course Fees

Please check our website for details.

A deposit is needed to secure your place (this is non-refundable). The balance must then be received no later than two weeks before your course starts. Payment methods will be detailed in your offer letter.

You may wish to spread the cost of your course over a series of payments throughout your course. Please contact our Admissions team to discuss your options: info@eventacademy.com

Places are filled on a first-come, first-served basis so it is always advisable to secure your place as soon as possible.

EVENT ACADEMY

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you're in.**

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

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www.eventacademy.com