

EVENT
ACADEMY

Postgraduate in event management

live



Accredited by

CIM



Postgraduate in event management, for marketing and communications.

Course
**Postgraduate in Event
Management**

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

Level
7

Duration
**6 months
Full time (3 months
on placement)**

Location
**the Business Design
Centre, London**

What you get:

- Level 7 equivalent qualification in Event Management, accredited by the globally recognised Chartered Institute of Marketing (CIM)
- Experiential training at the Business Design Centre, London
- Latest event training delivered by lecturers who are practitioners
- Access to a wide network of experts, connections and jobs
- Volunteering opportunities at all levels and in all sectors
- Membership of our global Alumni network of over 2,000 practitioners
- The dedicated support of our Student Services Team throughout your journey



AN ALUMNI EVENT

Once you're in,
you're in.



SITE VISIT AT THE DORCHESTER

This course will:

- Open up the events industry for you, either as a **career** or opportunity to **develop/change** your existing role
- Give you the complete skills, knowledge and tools that you will need to **be your best** as an event professional
- Enable you to **plan, produce and implement** a diverse range of events, including weddings, sports events, celebrity and private parties, festivals, charity and corporate...and many more
- Give you the **confidence** to make the transition from where you are now, to where you want to be. This can be your future

The difference

You will have the confidence to:

- Express your event **expertise** and **creativity** to a client (so you can get a job/win business)
- **Design** creative event concepts and **manage tech** and production to bring this to life
- **Produce**, deliver and manage complex events, keeping all the elements on track
- **Market**, promote and publicise all types of event
- Put into practice the best industry **templates**, event technology and documentation
- Manage multiple event **budgets**, suppliers, clients and attendees
- **Challenge unprofessional event practice.**



Why choose the Event Academy Postgraduate Course?

Level 7 Accreditation – The CIM provide the highest level of accreditation. We are the only event training 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 sit and listen. You get up and do. We help you put your 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 event world ... its leaders, ideas, agencies, venues and suppliers.



I gained exposure, knowledge and insights, and became 'industry ready'

Shauna Mifsud
Brands at Work

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.

Volunteering – Fundamentally we are about enabling you to be the very best, by giving you the opportunity to be a part of a dynamic, global industry. Volunteering is crucial to gaining experience and contacts. We give you more opportunities than you can handle.

Placement – Experience a 3-month placement in an event agency, venue or organisation of your choice. See page 6 for details.



Postgraduate Outline

This Postgraduate is a level 7 qualification which is equivalent to the level of a Masters degree, and is accredited by the Chartered Institute of Marketing.

Duration - 6 months. 3 months 'in class'. 3 months work placement

The course offers the highest qualification and will give you a blend of academic and practical training; you will study 3 months of practical academic learning followed by a 3 month assured work placement within the event industry.

The course is divided into modules and live projects, with students having the chance to apply the learning within real event situations as part of a small team. Event management requires great teamwork, resourcefulness, creativity and tenacity to succeed and we see these qualities as equally important to develop and experience as the 'head knowledge'.

'In Class' - The first 3 months of your programme will be full-time, based at the University of London. You will have classes from 10am - 4pm on Monday to Friday. Some modules will be online, to give you flexibility.

Live Projects - You will work on 4 projects throughout the course giving you the chance to try different roles, challenge yourself and improve as you gain experience.

Working as part of a small team on a live brief from a real-life client, you will develop creative, marketing and event solutions to produce a written project and pitch your ideas back to a real client. For your final project you will plan and organise a live event in London within a team.



Recent clients via our industry connections have included BMW, Credit Suisse, Hilton Foundations, Everything Everywhere (EE), NetJets, Winter Olympics, FIFA World Cup, The United Nations, Pret a Manger and The British Army.

Site Visits & Agency Visits - There's only so much that can be taught in the classroom. Event management requires an experience of different spaces, how people move around them, how to create inspiring environments and how to manage multiple suppliers and partners.

We will take you to a range of top London venues, from world class hotels to landmark buildings, from the tourist sites to the hidden gems. In these spaces you will have the unique opportunity to see behind the scenes. You will hear invaluable first-hand stories and tips about what it's really like to work in the event industry and give you insights into the range of roles within them.

Your placement

During the second half of your course we arrange a guaranteed placement for you with an events company of your choice.

This is a completely guided process from start to finish.

We help you to get your CV ready for your perfect placement, teach you how to do your very best at the interview, as well as advising you on the type of placement company that we believe will suit you best.

Through a series of one-to-one meetings, we then marry you up with the best opportunities to suit you and your ambitions in the industry. We keep in close contact with you throughout the whole process. In fact we guide you through it and are always on hand if you face any problems.

Your placement is an incredible opportunity to apply all the skills and knowledge you've 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.



The course not only gives you a 'foot in the door' with amazing connections but it prepares you with the knowledge and skills for whatever aspects of events you want to enter

Hannah Barry
Adoreum

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 – work on everything from private parties to corporate, Christmas or summer parties: GSP, Bentleys, Smart Group

Boutique agencies – these are high end, high profile events with big budgets: Quintessentially, Bespoke Events, The Admirable Crichton, The Department



Venues – hire their own event managers to manage the hire of their event spaces: The Brewery, Tobacco Dock, The Hoxton Hotel, Kensington Roof Garden, Middle Temple, Fulham Palace, Century Club

Experiential Marketing agencies – work to promote brands through engaging customers with experiences like sampling of products and events: WRG, The Concerto Group, Imagination, Jack Morton, Freemanxp

Production agencies – deal with all things relating to the sound, audio and visuals for events, as well as stage setting: Made up, This is BD, We Are Amplify

PR agencies – use events for the launch of products and services or to create a buzz about something by working with the media: Inca PR, Modus Publicity, Surgery PR

Internal Communications agencies – work with a corporate organisation to help deliver a key message throughout the company: First Protocol, Involve, Unspun

Corporate Companies – have event teams within their marketing departments and will either organise events themselves or hire an event agency to help create events. They are often involved in creating their own company parties and company conferences: Red Bull, Net Jets, Ernst & Young, EE, Innocent

Relationship building agencies – help companies maximise their existing or new relationships through organising engaging events: CTN, Adoreum

Fashion agencies – focus on the delivery of new fashion lines: Blonstein, Negarin, INCA

Sporting agencies – work on the delivery of sporting events: CSM, PSG, Soul Sports, Octagon

Festival agencies – deal with organising and delivering festival events: Get Involved, Vision Nine, Brand Events

Exhibitions – can cover anything from art exhibitions to corporate exhibitions: Clarion, M-is

Charities – mostly have their own event teams predominantly focused around fundraising to raise money for their cause. These events can range from sporting or challenge events, galas or balls. Generally they help to organise new and innovative events: The Big Issue, Scope, Jamie Oliver Foundation, NSPCC, Terrance Higgins Trust

Event Catering Companies – Bovingdons, Rhubarb, Absolute Taste

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



Course Content

The following describes what you can expect to cover and achieve

Event Management Planning

Develop a solid understanding of the scope and breadth of the event industry. Identify how and where events fit within business, charitable and social environments, review the way that events are utilised by organisations and analyse why they are valuable marketing and communications tools.

Co-ordinating Events

Co-ordinating events require skills in planning, managing, executing, and overseeing day-to-day operations. Learn how to create an event in the right way, at the right time with the right tools.

Budgeting and Event Documentation

Become proficient in the financial aspect of events and learn how to design and execute them through meticulous planning. See how industry experts set out their planning documentation and budget for profitable events.

Marketing Events

Learn how to market an event effectively, making it stand out and be recognised by potential attendees. Develop knowledge of marketing models and tools that can aid profitability and learn how to implement them.

Experiential Marketing

Develop and plan experiential marketing campaigns, apply post-event analysis and measure successful strategies.

Creativity in Events

Learn how to develop creative event ideas and bring concepts alive. Develop skills to turn ideas into reality. Discover methods for leading creative teams and managing relationships between designers, suppliers and clients.

Celebrity Events

Learn about the importance of celebrity events and the impact they have on society. Navigate through the intricate details of managing celebrities, agents and the media. Gain an understanding the needs of VIP's in relation to large high profile events.

Fundraising Events

The charity sector is one of the fastest growing in the industry. Learn the principles of charity events and find out why they are an integral part of the fundraising mix. Develop skills that will enhance negotiation and persuasion and become proficient at managing not-for-profit budgets.

Sports, Hospitality and Sponsorship

Examine the relationship between business and events, and how corporates can involve themselves in the world of events. Discover the difference sponsorship can make to an event and how to find and manage sponsors.



Presentation Skills

Receive tuition, advice and support on personal effectiveness both as an individual, a future event professional and an opinion former within your chosen area of expertise. Learn effective interview and presentation skills through continuous group assessments and individual coaching, with the aim of building confidence and gaining employment.

Social Marketing and Event Tech

Delve into the worlds of Event Technology, social and digital marketing and learn how they can be used to promote an event and/or enhance participant's experience pre event, on site or post.

Fashion & Private Parties

Learn about the exciting and glamorous world of fashion and high-end private parties. Develop skills in supplier negotiation, VIP management and how to create a fashion event that will WOW an audience.

Corporate Events

Learn how corporate events can be designed to enhance a business strategy and develop tactical skills that will add value to an organisation. Practice the art of communicating at all levels to produce the very best content for corporate events.

Conferences

Learn how conferences differ from other events, what clients want and expect and how to deliver a great conference to meet specific objectives.

Public Relations

Learn about PR and how to communicate with your chosen audience in relation to event management. Understand how to manage the press and journalists to ensure appropriate messages are given to an audience. Grasp the importance of public relations and learn how to successfully run a press event.

Production

Learn how to become an event producer. Explore how good production can enhance an event and develop skills in designing creative experiences, production scheduling and using AV effectively.

Wedding Planning

Train as a wedding planner. Learn the vital basic skills associated with creating and managing weddings. Understand what it means to create the perfect guest journey and give a bride and groom the best day of their lives.

Risk Management

Learn how to evaluate the risk involved for all stakeholders in your event. From Health and Safety legislation through Risk Assessments to event insurance, this is the module where you learn to dot the "i"s and cross the "t"s.

Festivals

Learn the skills required to be the organiser of large-scale festivals and mass participation events. Get to grips with how festival sites are arranged, how the flow of attendees can affect a festival's success and if executed correctly, festivals can have huge cultural impact.

Sustainable Events

Events that are environmentally friendly have a distinct advantage, but can often be costly and heavily legislated. Learn how an event can become 'green' whilst still making a healthy profit.

A Day in the life (of an event manager)

Examine how a typical day differs for corporate event managers, agency event managers, charity event managers, wedding planners, venue managers, festival organisers and suppliers to the event industry and discover where you would like to work within the event industry.

Setting up your own Event Business

Know the why, what and how of setting up your own business in the event industry. You will understand the pros and cons of setting up a business, how to research and evaluate a business idea, the legal requirements of setting up a business, how to market a business.

Group Projects

By the end of each of the 4 live projects, you will have:

- Developed a solution to a real brief
- Pitched ideas to a decision maker
- Received feedback from business managers
- Worked as an event team

How you'll be Assessed

We use a variety of assessment methods to ensure that you are treated fairly on your full range of skills.

The Live Projects 60%

Team working is a critical skill of an event manager.

To prepare this, we ask you to work within small groups on a series of projects. This is a safe environment where you can challenge yourself, make mistakes and develop your skills. Our live projects are a chance to respond to a real client brief set by a well-known organisation and their real-life business project that needs to be delivered.

Working as part of a team, you will develop creative, marketing and event solutions to produce a written project, which you will then pitch to the client.

As a group, you will also complete and submit a series of template documents which will form your project.

The Assessed Project work makes up 60% of your final grade.

The Exam 40%

We know that exams aren't everyone's favourite event. That's why your 3 hour exam will be preceded by a detailed Revision and preparation session, to help you recap all your learning and help you be confident for the exam itself.



I couldn't have
found a better way
to start my career in
the event sector

Miriam Roda
Century Club

**Event Academy
provided me with
the knowledge and
expertise I needed
to boost my career
and confidence and
become a successful
event planner**

Barja Olivera
Create Live

Once you're in, you're in.

How we'll Support You

We know that starting a programme of study with a group of strangers can be daunting, especially if it's been a while since you last stepped inside a classroom.

Choosing to upgrade your career takes courage. The team at The Event Academy are devoted to providing the best experience for our students. The moment you sign up for a course you will become part of a student community and will be supported by our dedicated team.

We will be your point of contact throughout the course and are always on hand to help with any number of questions or concerns. Throughout the course we will provide you with:

- Welcome Information
- Your Joining Instructions
- Course resources and information
- Volunteering opportunities
- Student feedback surveys

Our job is to give you all the opportunities and support that you need to succeed. We love seeing our students as they do exactly that.


Alumni

Your journey doesn't end when you finish your course. You will become an Event Academy Alumni, networked with over 2000 past students who are now out there in the industry. As an Alumni you will have continued access to all of our volunteering, internship and job opportunities, our LinkedIn Alumni network, as well as our regular Alumni events and more.

Volunteering

As a student of Event Academy you become part of a huge global network within the event industry. Networking is absolutely key in this business. Through volunteering, you can tap into this network whilst also learning more about yourself, your skills and what type of environment you would like to work in. We will give you opportunities for volunteering during and after your course.

Our Alumni network means that even when you have finished your course, we will continue to share these opportunities with you. We know from experience that voluntary positions can lead to paid jobs and having the chance to showcase your skills and enthusiasm to potential employers is invaluable. Don't underestimate the value of voluntary experience on your CV too.



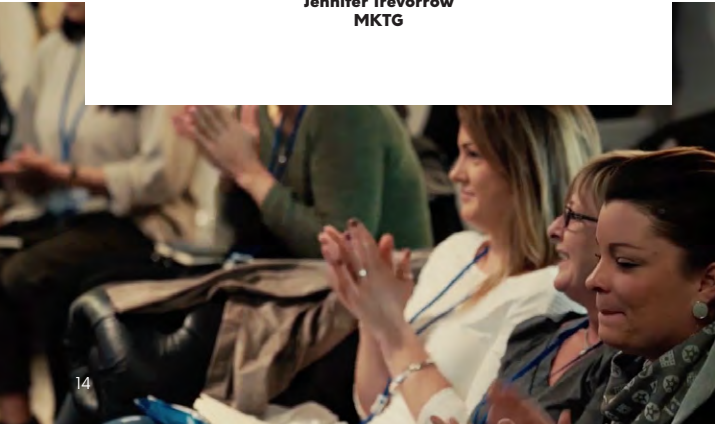
Enrolling with Event Academy was the single best thing I have ever done, it kick started my career

Natasha Michaelides
Events Assistant at
Party Planners



**Putting us in realistic
work focused situations
makes this course stand
apart from the rest**

Jennifer Trevorrow
MKTG



Entry Requirements

In principle there is some flexibility on your entry qualifications, depending on the level of your experience. If in doubt just give us a call on +44 (0)207 183 5129

Our guidelines are:

You can apply for the Postgraduate Diploma in Event Management for Marketing and Communications if you have any of the following:

- a general Bachelor's Degree
- a relevant higher BTEC National Diploma
- an International Baccalaureate (equivalent to NQF level 3 and above)

If you do not have any of 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

There are cases in which we will consider other qualifications and experience

How to Apply?

You must have a consultation with a member of our Admissions team to discuss your experience and receive advice on which course would suit you best.

This can be done on the phone or at one of our monthly Open Evenings (see website for details) OR

Call Karin on +44 (0)207 183 5129 to book a consultation or to find out more.

Open Evenings

These monthly events are run at the Business Design Centre, London and give you the chance to meet some of our lecturers and the support team. You will also meet some recent graduates and have the chance to ask them any direct questions about your course. In addition, you have the opportunity to arrange a consultation/interview with one of the course directors.

Course Fees

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

A 25% 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

**Once you're in
you're in.**

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

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