



EVENT
ACADEMY

THE EVENT ACADEMY
PROSPECTUS

WELCOME TO THE EVENT ACADEMY

We are proud to be the UK's No 1 course provider in Event Management. We are the only Event Management course accredited by The Chartered Institute of Marketing – the most recognised qualification in our industry.

We are specialists and passionate about what we do. Our goal is for every student to leave us with the practical, technical and, most importantly, real-life skills needed to succeed in a career in events.

We care for our students every step of the way. Course Tutors and Lecturers (all of them practicing experts working in the industry) will guide and inspire you. The Student Services team will support you.

Even after you have finished your course, we foster your career through our alumni programme (events, webinars and networking) and our sister recruitment company, The Event Talent Agency.

So whether it's fashion or weddings, festivals or sports; your dream career is only a step away...



CLAIRE DERRICK

Academy Principal of The Event Academy

OUR ALUMNI



Tom Couch

*Private Event Manager,
The Birley Clubs
(Annabels)*



Natasha Jaworski

*Account Executive,
M&C Saatchi Sports &
Entertainment*



Daisy McAuliffe

*Events & Operations, Ski
Club GB*



Zainab Woghiren

*Events & Marketing
Household Division,
British Army*



Maddy Cullen

*Events & Marketing
Google*



**Some people live in a dream
world, some people face reality;
and then there are those who
turn one into the other.**

-Douglas H Everett

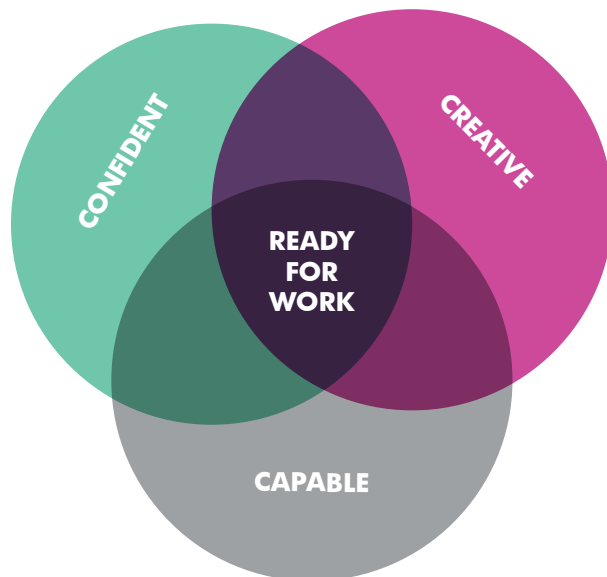
WHY ARE WE DIFFERENT?

We believe in preparing our students for the real world. Our aim is for every student to be 'work ready' by the end of their course – ready to go, able to progress, able to be useful from day one.

Sadly, our experience is that most event management courses fail to equip students with the practical skills, knowledge and confidence needed to enter the workplace.

By relying on theory and classroom-based learning, they fail to provide the practical, hands-on experience that is needed, students therefore leave unable to show an employer that they can 'do the job'.

We use high levels of involvement and insights into the latest "experiences" to give you the confidence to get out there and create a meaningful career.



HOW DO WE TEACH?



We are passionate, not just about the content of the courses we offer, but also about the way it is delivered and experienced.

We believe in teaching practical knowledge, encouraging creativity, developing soft skills and giving hands on experience to build confidence and equip each student to succeed in their chosen career.

We use high levels of involvement to create powerful learning experiences, using techniques that have been developed in both our industry and academic fields.

WE BELIEVE IN GIVING BACK



Corporate social responsibility is at the heart of everything we do.

We are proud of our longstanding association with Teenage Cancer Trust.

Over the last seven years, we have raised over **£125,000.**

We have achieved this with the help of our amazing students and the events they create and run as part of their courses.



**Tell me and I forget
Show me and I remember
Involve me and I understand**

- Lao Tze

WHO ARE OUR LECTURERS?

Our lectures are delivered by highly experienced event professionals who come from all areas of the industry and share our commitment to delivering the best event education and training possible. For example, our Course Director, Rosie Ham worked as VP of Events Business at Goldman Sachs while Josef Jammerbund, previously Head of Events for London Fashion Week, lectures on Fashion & Private Parties. These industry practitioners are up-to-date with the latest developments and opportunities within the event world. They bring the latest thinking, as well as their expansive career experiences and stories to share with our students.

EXPERTS



LECTURERS





HANDS ON LEARNING

We create experiences to involve students in building a practical understanding of the content we teach. What better way to learn about venue management than visiting a venue? We take our students 'backstage' at key London sites from The Dorchester to Wimbledon, from Claridges to The London Stadium, from the O2 to The Tower of London, to understand how they operate their events.



PRACTICAL KNOWLEDGE

The power of events is in the strength of the physical and emotional experiences that they create. Think festivals, fashion shows, weddings, private parties, product launches, exhibitions and conferences. We know that the knowledge and insights needed to create engaging live experiences come from actually doing it, making mistakes and doing it again - not simply listening to someone telling you how to do it.

MORE THAN JUST STUDYING

Networking is absolutely key in the event industry. Our courses offer a variety of ways for students to add to their CV, make new connections and build networks through volunteering and work placements.

We are the only event management course provider to also have a dedicated recruitment company - our sister company, The Event Talent Agency (ETA). For courses that include a work placement ETA work closely with each student to ensure that the right placement is found to match their unique ambitions and skill-sets.

We know from experience that volunteering and work placements can lead to long term employment – we understand the value in showcasing skills and enthusiasm to potential employers.

Our alumni programme, The Loop, means that even once students have finished studying with us, they can continue to benefit from opportunities for volunteering, networking and on-going professional development.



OUR COURSES

Foundation	Diploma	Postgraduate	Degree Alternative
Level 3	Level 4	Level 7	From Level 3 to Level 7
Live: 5 days Online: 6 months	Live Part-time: 12 weeks Live Full-time: 2 weeks	Live: 6 months - 3 months in class, 3 months on placement	Live: 9 months: 6 in class, 3 on placement
1 site visit	Online: 12 months	Online: 18 months	Online: N/A
1 group project, 1 exam	2 site visits	5 site visits, 4 projects including 1 live event, 1 exam	Timings tailored around the course you choose
Core Modules	1 group project based on live client brief, 1 exam	Core Modules, Industry Sectors, Soft skills, CV tutorials, presentation & interviewing techniques	Up to 8 site visits
	Core Modules, Industry Sectors, Presentation skills, Setting up an event business	Setting up an event business	6 projects including, 1 live event, 1 exam
		One to one tutorials	Core Modules, Industry Sectors, Soft skills, CV tutorials, presentation & interviewing techniques
			Setting up an event business
			One to one tutorials, Mentoring

*Please note, site visits are not part of the online courses.



WORKING WITH OTHERS

Teamwork is an essential skill for an event manager. To prepare our students for this real life scenario, they work in groups on a project answering a real-life client brief. Recent clients have included Team GB, Pret A Manager, EE mobile network, BMW and NetJets. We see this as a safe environment to challenge students and develop skills.

OUR ACCREDITATIONS

We are the only event management course provider to be accredited by the globally recognised Chartered Institute of Marketing. It took nearly two years to earn this accreditation and we are very proud of it.

This accreditation is valued by employers globally and recognised as a high quality academic and vocational qualification - studying with us means your CV stands out from the crowd.

Our courses are also CPD Certified and you can also receive the benefits of being a student from the National Union of Students.



RESOURCES

Throughout our courses, students are provided with all the resources needed to support their learning via our online Student Hub. Templates and documents cover everything from production schedules to venue checklists, budget plans to health and safety risk assessments. These are valuable documents that students can refer back to time and time again throughout their future careers.





First, think.

Second, dream.

Third, believe.

And finally, dare.

- Walt Disney

WHERE WILL I LEARN?

Our lectures take place at the Business Design Centre (BDC), a beautiful Grade II listed building in Islington, London.

The BDC is also home to a range of creative businesses including iconic British clothing retailer Barbour and cutting-edge marketing and brand experts, Contagious. Throughout the year, the BDC hosts exhibitions in the central space including fashion, art and design and digital media.

Just 5 minutes walk from Angel tube station and 10 minutes from Kings Cross St Pancras, travelling to the Business Design Centre is easy. Islington has plenty of shops, cafes and restaurants to meet up with friends and fellow students.

All of our courses are also available to study online, allowing students from all over the world to study with us. With our online courses students learn in bite-sized chunks; all of our online courses have been designed so students can fit them around their work and family commitments.



PRICES & START DATES

What are the course prices?

To see the most up-to-date prices you should check the individual course pages here:

Live study courses:

Foundation <https://eventacademy.com/course/foundation>

Diploma <https://eventacademy.com/course/diploma/>

Postgraduate <https://eventacademy.com/course/postgraduate/>

Degree Alternative <https://eventacademy.com/course/degree-alternative/>

Online study option:

Foundation <https://eventacademy.com/course/online-foundation/>

Diploma <https://eventacademy.com/course/online-diploma/>

Postgraduate <https://eventacademy.com/course/online-postgraduate/>

You can secure a place on your chosen course with a deposit. You can then either pay the balance before you start your course or sign up to a payment plan to allow you to pay in monthly instalments.

After you receive your offer letter, you can secure a place on your chosen course with a deposit. You can then either pay the balance before you start your course or sign up to a payment plan to allow you to pay in monthly instalments. We do occasionally offer bursaries to support students. Please speak to our Admissions Team if you wish to make a formal application for a bursary and they will advise you of next steps.

What are the course start dates?

All of our courses have multiple start dates throughout the year. You can view our upcoming course start dates here. Foundation

<https://eventacademy.com/course-dates/>

ACCOMODATION, VISAS & STUDY OPTIONS

Do you provide accommodation?

Unfortunately we do not provide any student accommodation, however our Admissions Team can point you towards some useful websites to search for accommodation if you wish. If you are budgeting for accommodation you should think of a minimum of £500 per month for a room in a house/flat in London – this would not include house bills (e.g. electricity) and your other costs (e.g. food, travel etc).

Can you help with visa applications?

Our courses are open to international students, however, we are unable to assist with or support visa applications as we are not a Tier 4 sponsor. Our Admissions Team will always try to help with any questions but we are unable offer formal assistance with visa applications process. The best place to look for all the necessary information online is <https://www.gov.uk/tier-4-general-visa/> eligibility on the UK Government website.

Are the courses full or part-time?

Our courses are available to study in a variety of ways but to give you a quick overview:

- **Degree Alternative – full-time**
- **Postgraduate Diploma – full-time**
- **Diploma – full-time or part-time**
- **Certificate – full-time**
- **All online courses – part-time**

VOLUNTEERING

Can I do volunteering?

To help you build your experience and develop your industry network we offer volunteering to all of our students and alumni, whatever course you study with us, live or online. Recent volunteering opportunities include The Brit Awards, Secret Cinema, the LGBT Awards, British Summer Time Festival, Wilderness Festival and Ted X Brighton.

Students can volunteer throughout their course and for three months afterwards - after this students can join The Loop, our alumni membership programme to continue to access all of our volunteering opportunities.



WORK PLACEMENTS

Do all the courses have work placements?

Only our Degree Alternative and Postgraduate courses include a three month work placement. With help from our sister company The Event Talent Agency, students choose from 800 agencies, venues, charities and corporate placements as part of the Degree Alternative and Postgraduate courses. Recent placement companies include Virgin Sport, Mama Festivals, The Department, Netjets, WRG & Imagination.

Can I just do a work placement without studying a course?

No, we only offer our placements as part of our Degree Alternative and Postgraduate courses. We are able to place students in high profile companies because they have completed courses with us and are work-ready.



QUALIFICATIONS

What qualifications do I need?

Our entry requirements are flexible so we interview all our students prior to offering them a place (either in person or over the phone). We are looking for a number of things:

- **A positive, can-do attitude**
- **Good written and spoken English**
- **Previous, relevant event experience**
- **Previous qualifications**

Do I need event experience?

It always helps to have some experience of events no matter how big or small. This will give you an idea of where you might like your career to take you in the event industry and give you an insight into the fundamentals of putting an event together.



Is there a minimum or maximum age?

We don't have a maximum age for our courses but we do require students to be a minimum of 18 years old to study with us.

COURSE SUITABILITY

What is the typical age range of students?

Each level of course has a slightly different demographic but we welcome students of all ages (18+) onto our courses. To give you a rough idea our Degree Alternative tends to attract students aged between 18 – 25, Postgraduate between 21 – 35, Diploma between 22 – 45 and Foundation Certificate between 18 – 50. Please do check with us if you have any concerns about which course would suit you best. You are never too old and rarely too young (as long as you are over 18) to study events management.

What is the qualification equivalent / degree?

All of our courses are accredited by the Chartered Institute of Marketing so they provide a formal qualification that is globally recognised by employers. Each course also has an equivalent level as follows:

- **Foundation Certificate (live and online):** Level 3 (this is the same level as an A Level qualification)
- **Diploma (live and online):** Level 4 (this is the same level as a Certificate of Higher Education)
- **Postgraduate & Degree Alternative (live and online):** Level 7 (this is the same level as a Masters qualification)

You can see a complete list of qualification levels on the UK Government website [HERE](#).

<https://www.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels>

How do I know if the course I am considering is right for me?

We recommend that you have a course consultation with one of our team if you have any questions, queries or concerns about choosing the right course - we are here to help you make the right decision. We are proud of the advice and support we give to prospective students; the result is that we receive great reviews and the pass rate for all our courses is more than 95%. You can book in a course consultation with us [HERE](https://eventacademy.com/course-consultations/).

FUNDING

Can I get a loan?

Unfortunately, we are unable to offer standard student loans. However payment plans are available for most of our courses. This will allow you to spread the cost of course over a period of months. Our Admissions Team are always ready to discuss these with you and can help you navigate the payment options available – you can contact us

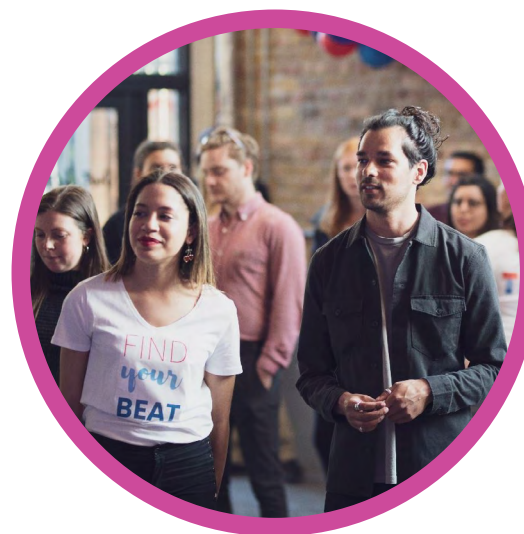
<https://eventacademy.com/course-consultations/>

How do I apply?

You can apply for any of our courses by calling or emailing our Admissions Team to book a consultation. Our Postgraduate and Degree Alternative courses do require you to complete an application form and have an interview – this will be explained to you at the initial course consultation.

Aside from course fees, are there any additional costs?

There are no additional costs to our courses aside from the courses fees. You will need access to a computer to access your course resources (via our online Student Hub) and complete your project work - you may need to bring a laptop to class.



ARE WE ANY GOOD?

Our students are our ambassadors – you can read more reviews on our Reviews website:

<https://www.reviews.co.uk/company-reviews/store/ashdown-academy>

Yan Okretic Garbarino ★★★★★

” Simply amazing! Since the beginning the teachers encourage you to develop a event manager mind set. We had classes in different types of venues which was great to better understand the market and how to face this market. Besides that, they teach you skills that will be useful for everything in your life, not only in events. I have grown so much during this period. ”

👍 < ⚠️ Posted 4 months ago

Lucie-Stella ★★★★★ ✓ VERIFIED REVIEWER

” The Event Academy helped me every step of the way throughout all of the courses, and the lecturers really cared about me which created such a positive atmosphere to work in and to have fun in! I learnt so much secured an excellent placement, I definitely made the right decision not to go to university. ”

👍 < ⚠️ Posted 11 months ago



REVIEWS
THE EVENT ACADEMY
REVIEWS

★★★★★
4.46 Rating 82 Reviews



EVENT
ACADEMY

For more information, please visit our website
www.eventacademy.com

**THANKS FOR TAKING
THE TIME TO READ
OUR PROSPECTUS**