

ICMS



STUDY + EXPERIENCE = SUCCESS

EVENT MANAGEMENT 2012

Subject	Catalog	Name	Description	Credits	Hours
EVT	110	Venue and Hospitality Operations	Put yourself in the place of an event manager. In this unit you will be introduced to the concept of good service, while learning, hands-on, the importance of service to event planning and management. Once you've got the basics, you'll be faced with making decisions related to venue management such as dealing with suppliers, writing venue briefs, making site inspections, planning risk management and managing staff. We leave the decisions in your hands, as you deal with the day-to-day problems of the event manager such as wedding co-ordination, dealing with suppliers, writing client briefs, developing timelines, building budgets and understanding legal issues. The unit has a strong practical component and provides you with the opportunity to volunteer on several event projects led by senior students. You will also complete specialised training to obtain your NSW Certified Responsible Service of Alcohol Registration. (Note: It is compulsory to have an RSA Card to legally serve alcohol at licensed venues in NSW.) You will need a current RSA card to be able to complete your event units and work in the industry. A cost of \$120.00 applies to cover your specialised training and certification.	4	90

EVT	111	Intro to the Event Industry	The industry has developed in recent decades into a significant business sector made up of many different areas and involving many stakeholders involved. Successful event management requires detailed pre-planning including identifying the events key strengths and weaknesses. In this unit you will master undertaking evaluation and feasibility studies, setting agreed goals and objectives for an event, conceptualising and planning events, and communicating the event project plan to stakeholder.	3	45
EVT	115	Legal Issues for Event Management	Risk assessment and risk management require careful examination, as it is essential that laws and regulations impacting on event planning are clearly understood. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, as a future event practitioner you need to be acquainted with the significance and impact of legal implications on the industry. In this unit you will learn more about a wide range of Common Law, legislation, licences, permits and other legal requirements relevant to event management. Potential risks associated with events are identified and possible contingency plans explored.	3	45
EVT	121	Event Operations and Logistics	As an event manager you will need a thorough understanding of how to manage labour, budget, risk, transport and time in order to run successful events. This unit provides you with the skills and experience necessary to undertake the planning and management of event operations and logistics. You will be introduced to CERTAIN EVENT Technology, Events Pro, a fully integrated event project software program. Tutorials are made up of simulated entries based on the organisation of meetings, incentives, conferences and exhibitions using the Events Pro software. The unit will examine how computer tools can assist in tracking the issues associated with event planning and implementation. The final examination in this course is your Certain <u>Events Pro</u> Certification exam.	3	45

EVT	123	Event Production and Design	Successful event managers have a deep understanding of the way that themes, staging and concept design come together to help meet the event's core objectives. In this course you will learn about key areas of event production and design including, script writing, voice-over copy editing, event printed materials, room layouts, power, lighting, sound, audio visual and special effects, music, colour, decorations and costumes.	3	45
EVT	231	Exhibition Services	The exhibition Services sector is one of the most diverse in the events industry. This unit provides you with a sound understanding of the key aspects of the exhibition industry and exhibition management, highlighting each step in the development of an exhibition including exhibition management perspectives; identifying key players; selecting locations and venues; the role of convention and visitors bureaux and marketing and promotion principles. You will explore the many benefits and challenges of this dynamic and diverse sector of the event industry with the application of theory and practical application of real life scenarios.	3	45
EVT	233	Event Practicum	Place yourself in the position of an event manager and organise an event from pre-planning/concept phase through to execution and post event evaluation. In this subject you are the event manager and, with a team of your peers will stage events at ICMS and off-site, applying your theoretical and practical knowledge from previous units in order to successfully practice the key stages of running an event.	3	45

EVT	235	Promotions and Sponsorship	Sponsors and commercial partnerships are essential to help fund and promote events. It is important to understand how to manage the sponsorship alignment and how to maximise leverage from the arrangement. Choosing the right mix of media to promote the event is equally important and the use of integrated communication techniques to link sponsorship with advertising, direct marketing and public relations is critical to the success of the overall event marketing strategy. In this unit you will learn how sponsorship is used to help fund events and how advertising, direct marketing and public relations strategies are used in an integrated communications approach to the market.	3	45
EVT	321	International Events	Examine the dynamics and operational aspects of producing large-scale international mega events. In this subject you will study contemporary and commercial issues in the international special event industry and will be encouraged to take a strategic and commercial approach to event management. This course examines how major events are used to promote destination tourism, political goodwill, community services, private sector and special interest causes. You will learn how major events are created and have an understanding of the processes involved in bidding for a mega event.	3	45