FITZWILLIAM INSTITUTE GROUP

PROVIDING ACCREDITED PRACTICAL SKILLS TRAINING

ESTABLISHED OVER 25 YEARS

POSTGRADUATE DIPLOMA IN EVENT MANAGEMENT (PG Dip. Event Man.) with PR, Eco-Events, Wedding Planning and Arranged Work Experience modules (6 months)

Please find enclosed the details you requested in reference to the above course. The course commences on **September 14th 2010**. This Diploma course is also available by **Distance Learning**. We have also included some Frequently Asked Questions which can be found at the end of this document.

- The Fitzwilliam Institute Group is part of an established group of companies training over **3,000 people** each year and benefiting from over **25 years experience** in the training area.
- The Postgraduate Diploma in Event Management is a **practical, interactive** and **case study based** programme and is delivered by **Industry Professionals**.
- This course model has been run for the last **20 years** and has been hugely successful.
- Over **98%** of Postgraduate Course Participants in the last year were **in jobs** at the end of the **Arranged Work Experience module.**
- **Past pupils have been placed in companies such as:** Arcstream, Atomic Events Ltd, Banner Corporation Plc, Beatwax, Captiv8, Creative Events Ltd, Evolution Event Management Ltd, Capital Radio, Fireball Events, ID, First Protocol, Flying Music Company Ltd, O2, Jack Morton, LatestEvents.com, Moet & Chandon, MVM, Octopus Communications, Oval Events, Party Planners, Sense Sledge Sparks, Starlight, Sticki Events, The Chelsea Flower Show, The Queen's Club, TQB
- The course runs for 12 weeks in the classroom which is followed by **12 weeks arranged work experience**.
- The course is accredited by the **Institute of Commercial Management**. The qualification is both industry and internationally recognised in over 130 countries worldwide.
- The course runs in the University of London Union on Malet St, London WC1E 7HY.
- The fee for the course is £4,694 inc. VAT 17.5% to include tuition, examination costs and in-company monitoring. Fees may be paid by cheque, bank draft, credit card, bank transfer or online at **payments page** through Paypal which is a safe, fast and secure method of payment.
- For information on financial assistance to support your learning, please visit www.direct.gov.uk/adultlearning or contact 0800 100 900.

If you wish to be considered for this course please telephone us on **(020) 7812 0708** to arrange a consultation. Early application for this course is advised as places are **limited.**

Yours sincerely,

Noel Murphy
Director

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ESTABLISHED OVER 25 YEARS

BROCHURE

POSTGRADUATE DIPLOMA IN EVENT MANAGEMENT (PG Dip. Event Man.) with PR, Eco-Events, Wedding Planning and Arranged Work Experience modules(6 months)

INTRODUCTION

Event Management is an area, which has grown rapidly in recent years and has become established as an important element in the promotional mix. This full time Postgraduate course is designed to provide participants with the opportunity to develop practical Event Management skills. These are the skills that the Event Management profession has identified as being essential for anyone working in or planning to work in this sector. The course gives participants practical and specific training and includes a substantial Public Relations module and arranged work experience.

COURSE CONTENT

Event Management Planning

Growth and Emergence of the Events Industry, Identifying Event Goals and Listing Objectives, Conducting a Competitive Analysis, Create an appropriate Vision and Mission for an Event, Managing Event Planning Schedules, Feasibility Studies, Record Keeping Mechanisms, and Recruitment.
Practical Activity: Take a Client Brief to identify strategic goals and event objectives.

The Role of the Event Manager

Key Role of the Event Manager in the Planning Team, Outlining Core Roles and Responsibilities, Team Dynamics, Task and Event Timelines, Maximising Staff and Physical Resources, Planning and Coordinating Team and Suppliers, Decision Making, Contingency Planning.
Practical Activity: Assign Team Activities for Event Plans to understand the team's roles and responsibilities

Event Planning Documentation

Event Contracts and Agreements, Troubleshooting Event Co-Ordination, Preparing a SWOT Analysis to Identify the Vulnerable and Promotional Elements of the Event, Creation and Presentation of Proposals to Clients.
Practical Activity: Write an Event Proposal to understand how to present the concept and overall plan of the event.

Co-Ordinating Events

Developing an Event Concept, Building Effective Event Organisational Charts, Creating and Managing Duty Rosters, Analysis and Management of the Registration and Admission Process, Providing Adequate Event Security, Coordinating Event Speakers with additional Entertainment for maximum effect, Identifying Appropriate Food and Beverage Menus, Project Planning.
Practical Activity: Develop an Event Checklist and Duty Roster to illustrate the roles and responsibilities of the events team.

Event Logistics Management

Key Elements of Site Planning and Inspection, Planning Event Protocol Requirements for the Team and Client, Sourcing Audio Visual and Technical Support, Creating Activity timelines for running the Event Activities.
Practical Activity: Prepare Supplier and Team Activity Timeline to outline the flow of all planning and breakdown activities.

Marketing Event Principles

Needs and Motivations of Event Customers, The Market Research Process, Effectively Collect and Analyse Market Data, Reporting the findings to the Team and Client, Elements of the Marketing Mix (Product, Price, Promotion and Place), The Pricing Process and How to Establish a Pricing Plan for your Market, Target Marketing Channels, Promote and Develop a Website and Direct Marketing Strategy.
Practical Activity: Outline a Target Market Profile to understand the audience and their requirements.

Marketing the Event

Planning the Event Proposal Strategy with Your Target Market in Mind, Preparing the Event Proposal, Sourcing and Sending Invitations, Budgeting and Buying Advertising, Publicising the Event, Organising Contests and Pre Event Campaigns, Merchandising, Packaging and Sales Promotion, Formulating a Public Relations Strategy, Conducting Market Research, Methods of Measuring Marketing Activity.
Practical Activity: Write a Marketing Plan to collate all marketing activities, timelines and budgets.

Event Budget Planning
Advantages and Constraints of Using a Budget, Identifying the Key Elements of Budgetary Control and the Relationship between Them, Forecasting Expenditure, Discount and Pricing Plans, Supplier Fees and Deposits, Understanding Basics in Profit and Loss Account.
Practical Activity: Prepare an Event Budget with a goal to illustrate Event Profitability and all Coordinating, Promotional and Execution Costs.

Event Legal and Risk Management
Explain the Central Role of Event Ownership in Event Administration; Identify the Necessary Contracts for Events and Their Components, Obtaining Event Insurance, Managing Health and Safety, Event Risk Assessment, Copyright and Trademark Considerations.
Practical Activity: Develop an Emergency Plan to understand the appropriate steps taken in unforeseen circumstances.

Corporate Event Management
Major Impacts which Events have on their Stakeholders, Use Events to Strengthen Corporate Pride and Values, Organising Local and Global Corporate Events, Review Corporate Event Types, Events as Corporate Motivators, Managing Important Corporate Events, Determine Theme, Organising Corporate Hospitality, Negotiating Event Investment Returns, Managing Event Costs.
Practical Activity: Design a Corporate Event to understand the specific requirements of this sector.

Organising Conferences
Determine Conference Goals and Objectives, Managing Speaker Requirements, Choosing Conference Sites and Locations, Working to a Budget with a Goal to Earn a Profit, Developing Marketing Strategies for Your Target Group, Creating a Feedback Form to Evaluate the Effectiveness of the Event.
Practical Activity: Prepare a Conference Plan that describes all participants and timelines of the event.

Sporting Event Management
Plan a Sporting Event from Conception to Post Evaluation, Event Media Marketing and Management, Logistics that Apply Across Different Sports, Earning Event Sponsorship, Managing Corporate and/or Celebrity Hospitality, Event Operating Strategy, Organising Events Team and Onsite Staff, Admissions Management, Compliance and Protocol Procedures, Planning Awards Ceremonies.
Practical Activity: Design a Sporting Event Action Plan to outline all components and timelines of the event.

Celebrity Events
Organising Celebrity Events, Concerts and Launches, Television Related Events and Ceremonies, Fashion Shows, National Festivals, Galas, Special Themed Events, Internet Event Launches, Dealing with Celebrity Agents, handling Celebrity Wish Lists, Fireworks Displays
Practical Activity: Develop a Themed Celebrity Event to understand how to best reflect the concept goals and event structure.

Government and Political Events
Major Social and Political Events, Managing VIPs, Developing Major Political Events, Understanding Protocol, Working with the Press and Government Agencies, Developing a Targeted PR Strategy to Promote the Event, Involving Interest Groups or Associations as Required.
Practical Activity: Write a Formal Invitation and Information Brief that is appropriate for the public sector market.

Fundraising Events
Key Drivers Behind Running the Event, Establish a Budget and Earning Target for the Event, Developing the Event Goals and Objectives, Sourcing and Working with Volunteers, Preparing an Event Action Plan for Pre, Onsite and Post Event Management, Choosing Sites and Locations, Working to a Budget, Generating Sponsorship Support.
Practical Activity: Develop Marketing and Sponsorship Strategy that reflects the targets and requirements of the event.

Event Sponsorship
Determining Potential Sponsorship Market based on the Event Type, Time, Location, Assessing Selling Points of the Event, Determining Sponsorship Fulfilment Responsibilities, Research and Set Sponsorship Pricing based on Market Factors and Event Exposure.

Practical Activity: Prepare a Sponsorship Proposal that illustrates the benefits of the event and why sponsors should participate.

Exhibition Management
Types of Exhibits and Goal for Each type, Sourcing Exhibiting Companies, Resourcing the Exhibition, Determine the Design and Layout of Booth Based on Market Dynamics, Floor Location, and Pricing Strategy.
Practical Activity: Prepare an Exhibition Floor Plan and Layout Template to understand how to optimise space and traffic flow.

Staging an Exhibition
Create a Site Plan for Layout and Design, Coordinating Onsite Traffic Flow, Develop a Set up and Breakdown Plan, Determine Décor based on Marketing Strategy, Budget and Client Profile, Review Lighting and Creative Staging.
Practical Activity: Design an Onsite Theme and Floor Plan to illustrate how the event will look and be activated on the premises.

Event Evaluation and Reporting
Different Types of Evaluation Techniques, Understanding Options to Evaluate the Effectiveness of an Event, Determine How to Evaluate Speakers and Suppliers, Tabulating and Reporting on the Events Success to the Client.
Practical Activity: Prepare the Post Event Evaluation Report that outlines all successes and challenges of the event.

Eco-friendly Events
The Importance of Making your Events Environmentally Friendly; Benefits to your Company, Benefits to your Clients, Benefits to the Environment. Environmental Standards & Eco-friendly Credentials; Schemes you can adhere to, Options Available, Carbon-Neutral Events. Types of Eco-friendly Events/Suppliers; Eco-friendly Weddings, Eco-Friendly Conferences, Eco-Friendly Caterers, Eco-Friendly Venues and Questions to ask them.

PUBLIC RELATIONS
Principles of Public Relations (PR), Review the Place for PR in Business Today, Review PRs Relationship with other Functions/Professions including Event Management, Marketing, etc. Professionalism and industry bodies PRII, PRCA, IPR.

Sponsorship and Community Relations
Definitions and Historical Development of the Sponsorship Market, Why Organisations engage in Sponsorship, Using Sponsorship to Target Particular Publics. What can be sponsored? The fit between the Sponsor and the Sponsored. The Sponsorship Proposal, How Sponsorship fits in to wider PR Campaigns. Evaluating Sponsorships, Why Organisations engage in Community Relations, The Range of CR activities.
Practical Activity: Prepare a Promotional Event Brief for Sponsors which will outline the reciprocal arrangement between sponsor and event.

ONLINE PR MODULE
The Social Media Landscape
Blogs, Microblogs, Chatrooms, Delicious, Email, Flickr, Twitter, Instant messaging, Message Boards, Mobile Internet , New Media Releases, Online Conferencing, Online Surveys, Pay per click, Podcasts, RSS, Search Engines, SEO, Social Networking Service Sites, Video Sharing, Virtual worlds, VoIP, Wiki and Widgets.

The Internet as a Media
Commercial Implications of the Internet, Social Interaction with the Internet, Web 2.0 and its Implications, Internet Convergence, the Network Effect, Internet Information Exchange, Internet Audience Size and Exposure, Internet Culture and Communication, Transparency and the Internet.

Online PR building blocks
Online Communications Platforms, Online Communication Channels, Online Communication Mediums, Interactivity and Application of Communication Channels, Policy, Optimisation, Monitoring and Evaluation of Online Communications Channels, Online Communications Channels Planning and Implementation.

Social Media and PR strategy
Local versus Global Communication, Landscaping Platforms, Channels and context, Online PR Organisational Analysis and Segmentation, Developing Online PR Strategies, Online PR Tactics and SEO considerations, Online PR Planning, Managing Online PR Risk and Opportunities.

Online Influences on present PR practices
Internet influence on News, Internet Journalists, Economics of Online News Production, Internet Critics and other influences, the PR Practitioner as an Online Publisher, Ethical Internet PR, Truthfulness and Duty of Care, Online Ethics, Debate, Guidelines and Best Practice.
Monitoring and Evaluation of Social Media Discourse, Trends and Value. Policy Influences, corporate speak. Implications of Social Media for Corporate Social Responsibility.

Wedding Planning
Planning a Wedding, Timelines and Itinerary, Wedding Legalities,
Budgets, Wedding Ceremony, Reception, Venue Sourcing, Supplier Sourcing
Logisitics, Creating & Marketing Wedding Planning Consultancy.

Presentation Skills
The Importance of Preparation and Research, Understanding your Audience Before you Present, Speech Content (Subject Matter and Objectives), Speech Delivery and Variety, Discuss the Importance of Body Language, Eye Contact etc, Presentation Aids e.g. Visuals, etc. Management of Locations and Audiences, Presentation Structure.
Practical Activity: Design and Deliver a Presentation to learn different styles and practice your skills in a group environment.

Planning a Press Conference
Understanding the Objectives of the Press Conference, Defining the Target Audience that Should Attend, Planning Date and Time, Selecting and Booking Venue, Listing Logistics Requirements, Developing a Speaker and Presentation Plan, Reviewing Presentation Content with your Client, Timelines and Media/Press Invitations, Managing Confirmations.
Practical Activity: Plan a Press Conference with a goal of including all key elements required in a real world environment.

Press Release Writing
Define the Format to a Press Release Structure, Date, Headline, Structure, Wording, Contact Details, Note to Editor, Structuring a Press Release (the inverted pyramid model), The Appropriate use of Language for Press Releases.
Practical Activity: Write a Press Release to a specific market to understand how to best communicate all details required.

PRACTICAL APPLICATION
All course sections include case study examples and practical activities to ensure that key elements are understood and applied. Participants will have the opportunity to prepare real world examples of Event Management and PR proposals, briefs, evaluations, marketing plans etc.

COURSE PROJECTS
The course projects are a critical part of the curriculum as they require participants to apply all practical event management techniques learned in the program. Groups are formed and each group is given detailed project briefs and event requirements. The groups are then asked to present their recommendations to the examiners towards the end of the programme. Practical guidance will be offered throughout the course by lecturers and practitioners to ensure that theoretical learning is translated into practical proposals.

PERSONAL DEVELOPMENT
A special feature throughout the programme is the time devoted to the personal development of each individual. This includes an initial personal consultation to assess each individual and to discuss and establish future goals and aspirations. This is followed by careful preparation of Curriculum Vitae so that each participant has a clear and well-presented CV to submit to potential employers. Other key areas in the Personal Development programme include communication skills, assertiveness training and the importance of attitude and motivation. Personal counselling is provided as required throughout the course.

PRACTICAL WORK EXPERIENCE
During the second part of the course placements are arranged with companies and organisations that can give course participants practical experience in the work areas in which they want to develop their careers. This phase of the course is closely monitored with regular assessment visits being made to each student and host company supervisor. It is expected that a significant percentage of these placements will lead to employment.

METHODS OF TRAINING
This course offers practical industry learning through: Lectures, Discussions, Role-Plays, Practical Exercises, Projects, Case Studies, etc.

LECTURERS
The Fitzwilliam Institute Group maintains a panel of qualified and motivated lecturers who work as a team monitoring each student's progress.

WHO SHOULD APPLY
Graduates or mature applicants who are interested in developing a career in Event Management. Early application is advisable as places are limited.

POSSIBLE CAREERS
Career opportunities in Event Management exist in the corporate, public and not for profit sectors, on the client side and on the consultancy side. Graduates of this programme may have Event Management as a main or secondary responsibility while also working in another area such as marketing, promotions, sales, sponsorship, etc. for an organisation. The course takes these possibilities into consideration.

QUALIFICATIONS
Successful candidates qualify for the Postgraduate Diploma in Event Management. The Postgraduate Diploma is awarded at Distinction, Credit or Pass level and is accredited by the Institute of Commercial Management. The ICM's website is www.icm.ac.uk

COURSE DURATION
12 weeks in the classroom and 12 weeks work placement.

FEES
£4,694

Fees may be paid by cheque, bank draft, credit card, laser card, bank transfer or through Paypal at **payments page** on our website.

All fees must be paid before the course starts.

START DATE
September 14th 2010.

DISCLAIMER
Every effort is made to ensure accuracy, however responsibility is disclaimed for any error or omission in this website.

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Frequently Asked Questions

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Course Specifics
For how long does the course run?
Tuition is given Monday to Friday 10.00am to 4.00pm, for 12 weeks in the classroom, with the practical work experience phase of the course lasting approximately 12 weeks thereafter.

What is the course fee?
£4,694 inc. VAT 17.5% to include tuition, examination costs and in-company monitoring.

Where is the course held?
Courses are held in the University of London Union Campus, Malet Street, London WC1E 7HY.

When does the course start?
September 14th 2010.

How many students are on each course?
Max. 40 in each class.

How many hours outside of class will I need to study?
This depends on each individual. There is no 'homework' as such other than preparing project presentations.

Is this a fully comprehensive and fully inclusive course?
Yes. This practical course is designed to enable participants to develop an innovative and multi-skilled approach in planning and coordinating events. It offers practical and specific case study based modules that can be applied in real world situations.

Will I learn how to promote and market my events?
Yes. To compliment the promotional and presentation requirements of the event management sector this course includes a substantial Public Relations module.

Will this course provide me with the skills to take on and create my own events?
Yes. The course projects are aimed at providing you with the confidence and ability to take on and create events of any nature. The course guides you through the initial stages of receiving a clients' brief and budget and through the knowledge obtained during the course, and finally producing Event Pitches.

Will this course help me get into the industry and build a network of contacts?
Yes. As the course is recognised by the industry and all our trainers are themselves industry professionals, this provides you with direct access and resources within the industry.

Will I have contact with industry professionals from specialised areas?
Yes. While all our trainers are Industry Professionals with many years experience, we also have a number of guest speakers from specific areas to speak on the course.

Am I required to purchase any materials or books for this course?
No. The course includes comprehensive notes, a course CD Rom, as well as a student area of the website from which notes and documents can be downloaded.

Application Process

How do I apply for a course / what is the application process?
The application procedure for the course is one of consultation. There is no application form, we simply ask you to contact us on **(020) 7812 0708** or e-mail us at **info@FitzwilliamInstituteGroup.co.uk** and ask to be booked in for a consultation; we will then arrange a time convenient for you.

Do I need any previous experience or qualifications to join this course?
Yes, you need to have a primary degree in any discipline; or be a mature student with industry experience or qualifications. In order to join, you are requested to complete a consultation to assess if the course is right for you.

Do I need to send you anything?
You are requested to email us a copy of your CV prior to your consultation.

When are the consultations held?
Consultations take place on Wednesday evenings in King's College, London, next to Waterloo Train Station. We also can arrange phone consultations for prospective students who cannot attend an in person consultation.

What do the consultations entail?
The consultation is a chance for you to speak with a Fitzwilliam Institute Group representative, for them to run through the course structure and content with you and answer any questions you may have. The consultation should last between 10 to 15 minutes and no preparation is required.

Following a consultation, how long must I wait to find out whether I will be accepted on the course?
If you are successful at consultation, you will receive an offer letter from the Fitzwilliam Institute Group within a week of consultation, giving you instructions on how to proceed.

When is the deadline to apply for a course?
As our courses are filled on a first-come-first-serve basis, there is no deadline by which one must apply however as the courses fill up quickly, we do recommend attending a consultation as early as possible in order to secure your place on that course and to avoid disappointment.

Course Assessment & Accreditation

Is this course accredited?
Yes. This course is accredited by the Institute of Commercial Management (ICM). The ICM's website is **www.icm.ac.uk**

Is it internationally recognised?
Yes. It has both industry recognition and is recognised internationally in over 130 different countries.

How are we assessed?
Through a final written exam and your group project presentations.

How are the diplomas awarded in terms of grades?
Successful candidates qualify for the Postgraduate Diploma in Event Management (Dip. Event Man.) The Diploma is awarded at Distinction, Credit or Pass level.

Method of Training

Method of Training/ How do we differ from others?
The method we use is one of Practical Skills. A combination of Case Studies, interactive group sessions, presentations, and Questions and Answers, allows participants to gain invaluable experience of working from briefs, in real-life situations which will prepare them for their future in the industry.

Who delivers the training/ classes?
The Fitzwilliam Institute Group maintains a panel of qualified and motivated industry professionals, who work as a team of trainers monitoring each student's progress.

Who is the course aimed at/ will it suit my needs?
Graduates or mature applicants who are interested in developing a career in Event Management.

How quickly can I obtain my Diploma?
On successful completion of this course, a Postgraduate Diploma will be issued by the Institute of Commercial Management (ICM) and sent out to you within a number of weeks.

Placements

What type of Career Opportunities can I expect?
Career opportunities in Event Management exist in the corporate, public and not for profit sectors, on the client side and on the consultancy side. Graduates of this programme may have Event Management as a main or secondary responsibility while also working in another area such as marketing, promotions, sales, sponsorship, etc. for an organisation. The course takes these possibilities into consideration.

Where have past pupils been placed (e.g. Companies)?
Past Postgraduate students have been placed in companies such as: Limelight; Exchange Team; Party Planners; Sledge; Arcstream; MVM; IDSense; First Protocol; Upstage; TQB; Sticki Events; Capital Radio; Octopus Communications; Captiv8; Creative Events Ltd; Key Events; Theme Traders; Evolution Event Management Ltd; Missinglinkproductions Ltd; Atomic Events Ltd; Global Village Productions; Inventive Events; LatestEvents.com; Starlight; Oval Events; Flying Music Company Ltd; IMG Arts and Entertainment; Ultimate Event Co.; Banner Corporation Plc; The Queen's Club; Beatwax

Is the work experience paid?
The payment of work experience is up to the discretion of the employer. In many cases a minimum salary is provided, however employers are not obliged to do so.

Have many past students obtained jobs from the work placements?
Roughly 98% of all students obtain jobs from their placements however, this is not guaranteed.

Why would you recommend me to do this course above any other?
The Fitzwilliam Institute Group is an established global group of companies, training over **3,000** people each year and benefiting from over 25 years experience in the training arena. Our courses are recognised both within the industry and in over 130 countries internationally, and are accredited by the Institute of Commercial Management (ICM).

The approach we use is one of practical skills based training, delivered by people from the industry, for the industry. The comprehensive course you are embarking upon is the only one of its kind which provides you with the skills you need to work in the industry and with 12 weeks work experience. The course was written by industry professionals; the trainers have a wealth of industry experience. The presentational Event Plan element is vital to anyone seeking to undertake a career in the Events Industry.

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