



Terbell Event Management Training

Diploma
In
Event Management

Evening Course
Sept 14th – Dec 16th 2010
Tues & Thurs
18.30 – 21.30

Want to be an Event Manager?

Event Management companies require budding applicants to have experience and knowledge before they, even for junior positions, consider giving you an interview. The problem is how to get that experience and get your foot in the door of one of the most exciting and fulfilling industries.

The event management training course we provide has been developed by the event industry to train you in the art of event planning, co-ordination and the final delivery of the different types of event work such as Corporate Events, Festivals, Music, Celebrity Management, Fundraising and so on.

Everything taught is based on years of experience, our trainers range from Corporate Directors to gurus from the music industry. Our event course is designed to give you the working tools that you will use in everyday event planning and production.

Adam Proto and Joanna Kerr are the Course Directors. Together, they have over 40 years experience working in the event and entertainment industry, during that time they have worked with the biggest brands in the World including F1, the World Rally, Rolls Royce, AMEX. Adam was a trusted advisor to the Intel /BMW team for three years and was the first to produce a snowboard championship using real snow in the UK. He was also the founder of the biggest family festival in the South of England and is currently running Terbell Ltd, a successful event company in its own right.

Joanna is multi lingual. She interpreted for the COOB (Olympic committee) at the Barcelona Olympic games in 1992, has run conferences and events throughout Europe and launched and marketed products on UK and European road shows. Currently, she is working with McCann Worldwide, the Official Marketing Services Provider for London 2012. She organised the launch event for this relationship held in the new headquarters of the British Olympic Association and British Paralympic Association with the support of London Organising Committee for the Olympic Games and Paralympic Games (LOCOG) Chair, Seb Coe.

Adam and Jo are dedicated to their students. They ensure the course is constantly up to date and help students to get the very best start in the event World. This is reflected in the testimonials from past students. Our training has proven results and 40 years of experience means an unparalleled network of connections.

Event management is **the best job you could ever have**. It is creative, fast paced, exciting, sometimes glamorous and you get to meet and work with the most amazing people on the planet. **Music, Festivals, Conferences, Exhibitions, Sport, Celebrity Management, Health & Safety, Promoting and much more** are all covered in the course.

Our position and reputation within the event management industry means that we have become **one of the first calling points for event companies looking to recruit**. They know that our students are good and have the required training and support to be an asset from day 1 to any event team. **We will get you the vital event experience that you need**. We are constantly introducing our successful students to new job opportunities.

What would you do if you needed a new member in your event team? – take a chance on someone who walks in off the street or interview an event management student who has taken the time to learn the craft by attending an industry recognised course?

Syllabus

Our courses are designed to give participants the opportunity to develop practical skills within one of the most exciting and developing industries.

The course is designed and taught by professionals who are currently working in events and see the benefit in investing in the future by passing on their knowledge.

Our syllabus focuses on practical skills that will be used by the student in everyday life working within the industry. Such a practical outlook is well respected by potential employers and is considered a worthwhile investment to start or support a career in event management.



Subjects covered:

Event Management Planning and Co-ordination

1. Responsibility and Liability
2. Health and Safety at work act 1974
3. Show Reels and case studies
4. Brands and the relationship to events
5. Client vs. Agency - structure
6. Definitions and glossary
7. Taking a brief
8. Dissecting the brief
9. SMART and key filter models
10. The ingredients of an event
11. Key / Time lines / production scheduling
12. Resource planning
13. Administration tools
14. The planning process and cycle of planning
15. Legal compliance in the event industry

Presentation Skills

1. Writing presentations
2. Role play and confidence training
3. Managing speakers and presenters
4. Presentation tools
5. Practical sessions

Conference Planning

1. Definitions
2. Taking a conference brief
3. Dissecting the brief
4. Geography
5. Event history
6. The brand
7. Venues and venue types
8. Accommodation
9. Date and timing
10. Capacity
11. Catering
12. Presentations and themes
13. Furniture and linen
14. Venue management
15. Presentation writing
16. Invitation process
17. Badges and tracking
18. Working with brands
19. Conference production
 - i. Audio visual
 - ii. Seating and layout
 - iii. Rigging
 - iv. Lighting
 - v. Stages
 - vi. Entertainment
 - vii. Example of conference agenda

Corporate Event Management

1. Definition
2. Types of companies and how they operate e.g. PLC vs. Ltd
3. Corporate structure
4. Corporate law (The basics that relate to EM)
5. Contracting process
6. Event examples
7. Administration processes
8. Brand management
9. Time management

Budgeting

1. Introduction
2. The finance machine
3. Basic budgeting (Fag packet)
4. Practical
5. Supplier management
6. External influences
7. Key line items
8. Reporting and layout

Exhibition Management

1. Exhibition history
2. The advantages of Exhibitions
3. Key points of planning
4. Staff and resource management
5. Administration processes
6. Objective and measurement planning
7. Selecting the right exhibition
8. Identifying the correct stand space
9. Creative design and new technology
10. Tax and financial control
11. Technical specifications and equipment use
12. Shipping and transport
13. Stand types and design
14. Ordering site services such as power, gas, water etc
15. Insurance
16. Customs and cross border trading
17. Maximising PR and exposure at the exhibition

Celebrity / Artist Management

1. Definitions
2. Types of celebrity events
3. Key points of planning
4. Technical check lists
5. Administration processes
6. Time management
7. Security management
8. Press management and creating 'interference' for paparazzi
9. Sponsorship relationships
10. PR management
11. Expect the unexpected
12. Ensure top quality production
13. Travel and accommodation
14. Insurance
15. Contract fulfilment
16. Riders and the fulfilment of them
17. Contracts / costs

Marketing the Event

1. The role of marketing within events
2. Types of media and marketing
3. PR and its use within event management
4. Experiential marketing
5. Product launches / PR events (Case study)
6. Using local media
7. Advertising campaigns (Case study and debate)
8. Road shows and marketing campaigns

Event Risk Management

1. Responsibility
2. Corporate Manslaughter and Corporate Homicide act 2007
3. Gross negligence – definition / group discussion / case study
4. Risk management
5. Event Safety Plan
6. Venue assessments
7. Site safety
8. Crowd management planning - (CCP - Crowd Control Plan)
9. Transport management planning
10. Emergency planning
11. First Aid and medical cover
12. Risk assessments
13. Management of Health and Safety (Workplace) Regulations 1999
14. Temporary structures
15. Rigging basic - rules and regulations
16. Trucking and unloading of vehicles
17. Risk groups
18. Crisis management
19. Recording information & the Data Protection Act
20. RIDDOR
21. Crowd / audience behaviour
22. Understanding occupant capacity
23. Security (SIA Rules)
24. Insurance

Festival Planning

1. Definition and examples
2. Identify the component parts of a festival
3. Ticketing and accreditation
4. Licensing
5. Outdoor vs. Indoor
6. Understand the layout and planning of a festival
 - Trackway and access
 - Disabled access
 - Barriers inc front of house
 - Fencing / plant
 - Sound & lighting
 - Staging / screens
 - Backstage
 - Generators / control
 - Concessions (crew catering)
 - Security / stewards
 - Car parking
 - Meeting points
 - Pay stalls
 - Tentage and structures
 - Amusements / fairs etc
 - Waste / Toilets
 - Camping
 - H&S etc

1. Realise the specific risks associated with festivals
2. Crowd management inc. crowd density planning
3. Ground conditions / Topography / Geographic's
4. Emergency access
5. Special needs and disabled requirements
6. Performers and entertainment
7. Communication and organisation
8. Introduction to The Purple Guide (Pop Code)
9. Specific Rules and regulations



Group Project Work

Students will be grouped and tasked to produce a pitch presentation (project) for an event based on a real life brief. The plan will be based on a single brief given to the students at the start of the course. Groups will pitch their project ideas as if they were a real agency and complete a detailed leave behind.

The lectures will support the information required to complete the coursework. Students will use the coursework to apply their learning's to real life scenarios. This is by far the best way to learn.

The pitch presentation will make up 60% of the final marks in the examination. This will be assessed by an independent industry professional.



Examination

The course written exam will make up the remaining 40% of the marks.

The exam will be 2.5hrs long and include a combination of short essay questions written in brief form and multiple choice questions based on the course syllabus.

The students will be able to choose two of the short essay questions but must answer the multiple choice section. The multiple choice questions will be set by the individual trainers in the subjects on which they lecture.

Students are allowed their course folder as reference material in the examination room (Open Book Exam). The exam will be marked by an independent industry professional.

Resource Material

The information and lecture material has been written specifically for purpose by Adam Proto and Joanna Kerr using 40 yrs experience in the event industry.

The course material has been cross referenced using industry sources and references to ensure the content is both accurate and up to date.

Course Structure

The course is structured as follows:

- ✓ Class sizes not to exceed 26 students on any one course
- ✓ The course will run on Tuesdays and Thursdays
- ✓ 14 weeks
- ✓ 6:30pm to 9:30pm

Key Dates

September 14th 2010 - start

Venue

City University London
5 mins walk from Angel tube station
EC1V OHB

Target Audience

Main target audience

- ✓ Niche Event industry professionals looking to widen their knowledge
- ✓ Graduates looking to start a career in event management
- ✓ Mature students looking to change career
- ✓ Event executives / PA's or those with event management in their job description who would like to fast track and learn the secrets of working "smart"

Secondary target audience

- ✓ Industry professionals
- ✓ International students / bodies looking for Event management training



Trainer Profile

Our pledge

Trainers will be industry professionals with considerable experience within the subject in which they are tasked to train. They will be passionate about their subjects, accomplished in presenting to an audience of students and keen to pass on their knowledge to the next generation of event professionals (you).

The lecturing team will draw on real life case studies and past experience to emphasise key points within their lectures. They will supply video and photographic evidence of case studies and debate relevant subject matter with the students. Lectures will include practical work to back up the theory work.

Industry speakers will be introduced to the students during the course to highlight the different genres of the Event World and roles within.

We are committed to delivering a course that is driven by an enthusiastic and experienced team of professionals; each lecturer will write and present their own material under the guidance of the Course Directors.

Students will be asked to provide feedback and evaluation concerning the course syllabus, the trainers and the practical experience that is delivered during the program.

Industry Placement (additional cost of £400 subject to final grades)

Terbell are happy to assist successful students that would like to complete an industry placement. This is an unpaid trainee position to gain experience within the industry. The placement will have a term of up to 3 months and will include a review and written reference from the placement host.

Historically these placements have often resulted in permanent positions for our students. Good placements must be respected and appreciated as the employer is required to train and to give practical event experience to students. Placements provide students with invaluable experience in organisations that would normally not be available without our introduction and recommendation.

Students will have ample opportunity to talk to our trainers in order to establish the best type of placement to which they are suited. They will then be matched to the most suitable, available opportunity. The Interview and presentation skills module will prepare students for placement interviews.

Student Testimonials

James Dean, DJ & Night club promoter

On my first day I very quickly realised how lucky I'd been in selecting the right Event Management course. It was very apparent that Adam Proto along with Jo and Caroline were the very best in the industry and I immediately knew I was going to learn a lot from these people.

I'll admit I was never the cleverest person at school but Adam & Jo were always there to reassure me that the majority of the course was practical common sense. Yes there were parts I needed to look at more than once, but at no point did I feel that it wasn't achievable.

I live in Derby, so I had to drive to London several times a week to do the course, a lot of people thought I was mad!! However, I used to get very excited about going down to learn about subjects that were so very interesting to me and that I feel extremely passionate about. I already work in events but I'm self taught, so to be able to learn how the professionals did things was extremely rewarding for me.

Every lecture was educational and put forward in an exciting and very easy to remember format. I met so many fantastic people on the course, not only the teachers but the students, most of which I still keep in contact.

I went on to complete the course and gain a Pass with Distinction, (verrrrry Happpppy Jimmy!!!!) I now have a lot of opportunities to further my career in events on a professional level. I can't wait to get cracking!

I simply can't recommend this course enough and this may sound a little wet! But this course has actually changed my life.... And for that reason I am eternally grateful to Terbell.

Please feel free to email me Jimmy@xstaticclubbing.co.uk if you would like more insight into this course. You won't be disappointed!

Katherine Souter, graduate June 2010

Terbell's Event Management Course was not only incredibly interesting, the Lecturer's also made learning about Events fun and fascinating. I wasn't sure what I wanted to do when I came back from travelling and I went into this course with a very open mind, but now I've graduated, I know exactly where I want to pursue my career...Events!!

If you fancy getting into the fantastic Industry, get qualified through Terbell; they're all very successful in the Events World and they know exactly what they're talking about. Lecturers don't just provide the facts and figures; they provide real life experiences and real advice. I have learnt so much and having this Diploma will stand me in great stead. I would definitely recommend this course and if you're looking to get into any part of the Events Industry, become qualified through Terbell.

Letizia de Rossi, 25 years old, Italian

I moved to London just 9 months ago and the idea of attending an evening course in another language scared me a lot. However, I then decided that it would be a good challenge and a great experience. Event management was the course that interested me and after a long internet search I found Terbell's Event Management Training course which I thought looked the best.

London is the right capital for event management training. There are many career opportunities for a good, hard working but fun job. The course encouraged creativity, communication and gave the chance to work as a team to produce a pitch presentation. I very much enjoyed the Terbell course. I learnt a lot and it proved a great experience. It helped me to integrate with local people and to have more confidence with the language. The lecturers were great and made the lessons interesting, dynamic and even fun! (despite the late evenings)

I would recommend that you enrol because attending the event management course was the best experience that I have had in my two years in London and now the diploma is helping me to get into events!

Best of luck with your Event Management Course!

Jane Balfour, Events Executive, RSA group

I recently completed the Terbell, Event Management course (June 2010). I thoroughly enjoyed the course and was very impressed with the level of detail, information and the broad range of subjects that we covered in 15 weeks. It's given me a brilliant insight into the events industry and the knowledge and skills that will enable me to tackle any situation that arises and that throughout my career. Terbell are there to guide and support me, which fills me with confidence to take those next steps in my career.

The course has confirmed my decision that events are the career path for me and I now want to experience new challenges within the events world. I'd like to thank all the lectures for their time and sharing their expertise.

I also had the opportunity to work on "Kidz Stuff" a live festival which was a fantastic experience filled with fun, plus I made some great new friends due to this opportunity and looking forward doing it next year 2011.

Accreditation

The diploma is accredited by the Institute of Commercial Management (ICM) and equates to level 1 of a degree.

Allowing the student into level 2/ year 2 of an appropriate Honours Degree

www.icm.ac.uk

Fees and payment

Course fees £999 + vat = £1,173
I.C.M Membership = £25

Deposit of £250 on sign up
Balance of £923 to be paid on the first day of the course
+ I.C.M membership

Payable to: Terbell Ltd
Registered at Companies House # - 4422066

Terbell Ltd is a registered company in the United Kingdom and has been successfully trading since 2002. Terbell Ltd is a fully insured company and carries specific insurance for Public Liability which allows us to take students onto a live event site under supervision.

Contact

To arrange an interview and speak to the Course Director please use the contact details below.

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