

Advanced Diploma in Event Management (Adv.Dip.Event.Mgmt)





Advanced Diploma in Event Management

(Adv.Dip.Event.Mgmt)

About the Course

The Advanced Diploma in Event Management 30 week course is designed for individuals who want to take their interest in Event Management to a higher level. It is suited to anyone seeking a comprehensive understanding of the Event Management business in Ireland and abroad.

It is open to anyone interested in working in the event industry. It is suited for those interested in making a career change to event management and for event managers already working in the industry who want a broader and deeper understanding of the theory and practice of the profession.

CMI is the first institute in Ireland to introduce an Advanced Diploma in Event Management qualification. This reflects CMI's commitment to produce future event management professionals that will be trained to the highest event industry standards.

The Advanced Diploma in Event Management has double recognition and is internationally accredited by the ICM, Institute of Commercial Management (UK) and is also nationally recognised by FETAC for a level 6 Award in Event Management. This course is recognised under the National Framework of Qualifications (NFQ).

Course Aims & Objectives

The objective of the Advanced Diploma in Event Management is to provide participants with skills required to manage simple and complex events. The event manager's job involves arranging every aspect of an event from budgeting, finance, sponsorship, marketing, managing to organising and co-ordinating all the elements that will make an event memorable and successful.

By learning how to prepare, co-ordinate, implement and evaluate events, you will have the opportunity to put together your own event project. This project will give you an opportunity to work with a client and process the event from the concept and idea through to the proposal and implementation of the event.

What makes the Advanced Diploma unique from other courses is its unique focus on three key areas: Financial Mgmt of Event Budgets, Risk Management essential to all events and Event Project Management which is the project worldview required to streamline an event. If you are serious about entering the Event Profession, the Advanced Diploma should be considered over and above any other Event Management course. The comprehensive nature of the Advanced Diploma in Event Management prepares participants for the exciting range of Events that will attract thousands and millions of people over the coming years. Even in the current economic climate, it is even more important to have the right credentials and qualifications to secure a permanent and satisfying career.

A large emphasis on practical assessments and coursework during the course will help you apply what you have learned to the world of events. To help you on your way, over 30 event examples will be explored during the course from Concerts, Festivals and Outdoor events to Indoor Events such as Private Functions, Conferences, Weddings and Product Launches. Exploring the key elements required to plan and organise different types of events, will help you decide what category of event you will work with in the future.

Lecturers and guest lecturers who have organised events in North America and Europe will offer you unique insights to this growing profession. The Advanced Diploma in Event Management course will provide you with the range of skills necessary to work in Outdoor Events, as well as provide job opportunities in the Conference, Hotel, Travel, Tourism, Festival, Arts and Hospitality sectors.

Diploma in Event Management – 9 Core Subjects

There are 9 core modules to study:

1. Event Management Fundamentals
2. Human Resource Management of Events
3. Quality Assurance, Risk Planning & Post-Event Evaluation
4. The Event Itself – Event Operational Management
5. Special Events – Indoor & Outdoor Events
6. Marketing & Public Relations of Events
7. The Events Business & Financial Management
8. Project Management of Events
9. Event Risk Management

Course Overview

Module 1: Event Fundamentals

The purpose of this module is to cover the basic fundamentals of organising an event from start to finish. It is designed to broaden the learners understanding of event management.

Learners who successfully complete this module will be able to:

- Brainstorm and come up with innovative/creative event ideas and concepts
- Source clients and test ideas
- Structure an event proposal to event industry format
- Make presentations & win customers
- Co-ordinate and document all aspects of an event as part of a Quality Assured Proposal
- Examine different event proposals and what is the key distinguishing factors
- Understand the basic fundamentals of event planning
- Understand various categories and types of events and context.
- Put together a number of unique event ideas
- Prepare a list of all the basic elements that contribute to an event and identify the essential parts of an event proposal
- Start the Planning Phase of an event
- Carry out research for an event proposal
- Plan a draft event plan on one event concept
- Identify a client and their needs and objectives
- Agree client needs and requirements
- Set clear objectives, concept and purpose of an Event
- Prepare the preliminary budget for an event, including projected costs, cashflow and sources of revenue
- Document full event proposal/project according to required industry format
- Integrate PR or Marketing Plan into proposal.

Module 2: Human Resource Management of Events

The purpose of this unit is to give students an appreciation of the Human Resource Management side of events. Students are expected to become familiar with current employment legislation, employment contracts for paid contractors and unpaid volunteers. An understanding of HR schedules and planning will be included. Learners who successfully complete this module should be able to:

- Demonstrate knowledge of employment legislation
- Prepare a job description and contract of temporary employment
- Select staff, volunteers and suppliers
- Plan induction and training for staff and volunteers
- Draft a work breakdown schedule (WBS) with delegated duties and clear deadlines
- Demonstrate excellent time management, conflict resolution and negotiation skills
- Co-ordinate all stakeholders, staff, volunteers, contractors

Module 3: Quality Assurance, Risk Planning & Post-Event Evaluation

The purpose of this unit is to give students an understanding of event documentation that satisfies a quality assurance standard and event industry format. Students will get a basic understanding of risk planning and it is recommended that students complete Module 9 – Risk Management to build on the basic introductory risk assessment skills covered in this unit. Event evaluation will play a significant part of this module which will help advance an event planners understanding of feedback to improve event quality and delivery. Learners who successfully complete this module should be able to:

- Demonstrate a knowledge of quality assurance and event risk management
- Co-ordinate and document all aspects of an event as part of a Quality Assured Proposal
- Design Client Contracts – agreements and legalities
- Identify Legal Requirements - e.g. planning permission, electricity, hygiene, room capacity, insurance, local authorities, health and safety.
- Be introduced to basic risk assessment and planning, insurance.
- Plan a post event evaluation based on primary research, attendance and guest feedback, questionnaires and surveys.
- Evaluation and assessment of the Event, Primary research, Assessing the impact of the Event, Attendance Feedback, Case study analysis, Questionnaires, Surveys, Introducing revisions to future Event programmes.

Module 4: The Event Itself – Event Operational Management

The purpose of this unit is to give learners an appreciation of event production and the logistics of implementing an event.

Learners who successfully complete this module should be able to:

- Describe the organisational/logistics part of an event
- Plan logistics for the event and prepare a logistics checklist for the event
- Co-ordinate the running order of all aspects of an event.
- Understand roles and manage each member of production/ event team
- Understand the following terms: visitor management, registration and admissions, Site Inspection/Venue Layout and CADD, Production Schedules/Running orders
- Identify how to maximise interaction and ambience
- Understand organisational effectiveness, health and safety, hygiene requirements.

Module 5: Special Types of Events: Indoor & Outdoor Events

The purpose of this unit is to give students an understanding of the planning and implementation of various types of indoor and outdoor events. Over 30 Different types of real case studies will be examined in Ireland and throughout Europe. This module will provide students with inside knowledge and technical skills to organise and produce an indoor event from start to finish.

The outdoor events section is designed to provide the theoretical knowledge and practical skills to plan, manage and implement outdoor festivals, community and arts events. This also involves developing your ability to manage relationships with different outdoor event stakeholders e.g city and county councils. The indoor Events Management section is designed to provide practical knowledge on all areas of indoor event production such as Exhibitions, Conferences, Weddings, small and large scale indoor events.

The following events are examined; Private parties, Personal Events, Leisure Events, Cultural Events, Community Arts Events, Organisational Events, Festivals, Themed Events, Corporate and Business Events, Exhibition & Conference Events, Sporting Events, Celebrity events, Weddings, Fund-Raising Events, Children's parties, Ceremonial events, Annual Events, Award Ceremonies, Air shows & other nominated Special Events.

Learners who successfully complete this module should be able to:

- Understand the role of the special event.
- Identify key elements and distinguishing factors of indoor and outdoor events.
- Know how to organise at least one or more of the special indoor or outdoor events.
- Identify a particular area of events you wish to work in and justify reasons for working in that category.

Module 6 – Event Marketing & Public Relations (PR)

This module is designed to help students learn the art of promoting an event prior to the event and post the event. Students will learn how to use Marketing & PR Tools & Techniques used to promote an event and raise awareness.

The learner should be able to:

- Understand Key PR tools
- Understand Press and Broadcast Media Environment
- Write press release and features for an event
- Put together a PR plan/programme OR Marketing plan for an event
- Understand key Marketing tools – e.g. online marketing, direct marketing
- Branding the Event – ticketing, advertising
- Insert basic Public Relations and Marketing tools to their proposal
- Relationships between Marketing & Promotion, Segmenting, Targeting & Positioning
- Understand the following: Branding the Event, Logos, Online Marketing, Event Website, Online/Cyber Marketing, Event Sponsorship.

Module 7 – Business of Events & Financial Management

The key factors and characteristics of running your own successful events business and holding a profitable event is explored. You will get an appreciation of the financial side of events by exploring the fundamentals of Financial Management and how it applies to each event. Students will be given the tools and know-how to set up their own events business. Learners who successfully complete this module will be able to:

- Understand the practical and theoretical skills required to set up their own events business and deliver profitable events
- Devise a Business Plan
- Contact prospective clients with a view to winning events business
- Understand the negative side of running your own business and avoiding financial pitfalls in the current economic climate.
- Discuss the events industry in Ireland and abroad
- Understand market trends leading to growth in demand for special types of events.
- Develop a sponsorship plan to add revenue to an event.

Module 8 – Event Project Management

Event Project Management examines how to manage an event from a professional project management point of view. This unit will also provide the learner with the ability to use project management tools to manage multiple event projects in any given situation. Students will have the opportunity to examine ways they can improve efficiency and streamline events in planning and scheduling, hr management, budgeting and evaluation using Project management tools and software. The unit is delivered by a qualified project manager.

Learner should be able to:

- Discuss project management as an approach to indoor and outdoor events
- Understand the limitations and benefits of the Project Management approach
- Describe the phases of an Event Project
- Use specific Project Management Tools/Techniques
- Understand Project Management Systems & Software

Module 9 – Event Risk Management

The final module in the Advanced Diploma in Event Management allows students to get a thorough understanding of the hazards they face when organising an indoor or outdoor event. Risk Management is an essential skill for all event managers and students will acquire the skills to be able to visit a proposed location before an event and draft a risk schedule. This module is delivered by a qualified risk consultant and expert in health and safety. Learners will be able to identify the practices, procedures, and safeguards associated with indoor and outdoor events. Appropriate response procedures will be documents for several different event types.

On completion of module 9, Event Risk Management, learners should be able to:

- Integrate event risk management into any event type
- Identify the practices, procedures, and safeguards associated with different event types
- Understand the Role & Techniques of Event Risk Management
- Identify critical Risk Factors
- Minimise Liabilities; Loss Prevention and Control;
- Define Risk Tolerance
- Site Occupancy Requirements
- Understand Legal Issues - Statutory and Regulatory Obligations, Laws & Codes
- Interpret & Draft Contracts
- Understand License & Permit Process
- Provide a safe and secure setting
- Define following terms: Fire Safety and Occupancy Issues, Fire Safety Systems, Lighting and Visibility; Structural Integrity; Safety Meetings and Inspections, Emergency and Contingency Plans; Communications Plan and Reporting Procedures; Evacuations Medical Emergencies, Risk Assessment System - Tactics, Forms and Worksheets.

Why chose CMI?

1. The Advanced Diploma in Event Management is nationally recognised by [FETAC](#) and students receive a LEVEL 6 FETAC Award in EVENT MANAGEMENT. The FETAC Award is recognised under the NFQ, [National Framework of Qualifications](#).
2. Students also receive an international Advanced Diploma in Event Management award issued, by the ICM, [Institute of Commercial Management \(UK\)](#) through CMI.
3. Since 2004, CMI has built an excellent reputation with event management employers as one of Irelands leading Event Management educators
4. CMI brings over 60 years of combined Event Management experience from our panel of qualified Event Management professionals drawn from Ireland and abroad.
5. CMI is the first Event Management Education Provider in Ireland to offer a progression from Certificate to Diploma to Advanced Diploma level in Event Management.
6. Many past students now work in junior, middle and senior positions for some of the leading Irish Event companies.
7. Online course notes, journals, information websites and relevant articles are available online to download at all times.
8. Courses are centrally located off Dame Street, Dublin 2
9. CMI Lecturers are Event Management practitioners and work in either Outdoor or Indoor event production. They offer personal insights and class exercises which allows you to develop your event knowledge/skills in a stimulating class environment.
10. Students successfully completing this course will be entitled to have the initials Adv.Dip.Ev.Mgmt after their name.

The purpose of the Advanced Diploma in to take students to a higher understanding of event processes and procedures by linking Business, Risk Management & Project Management as core areas of event planning.



AWARDS

- FETAC Level 6 Component Award in Event Management – National Award
- Advanced Diploma in Event Management - ICM (UK) – International Award



Methodology

Students are expected to read recommended texts to complement course materials. The Advanced Diploma in Event Management is only awarded to students who complete thirty weeks of assignments, projects, lectures as well as some compulsory exams.

Duration and Cost

The Advanced Diploma in Event Management is 30 weeks in duration and takes place once a week. Please refer to CMI website for current up to date course cost. All course fees are payable in advance unless you are unemployed or work part-time, in which case a two payment instalment plan is offered. See Terms & Conditions on Booking part of CMI website. Please note places are limited. Evening class plus Saturday class option.

Booking

To book simply log on to the Book a Course part of CMI's website and submit your details together with 300euro deposit by the deadline date.

Course Eligibility

This course is open to people from any educational background and with various levels of work experience. If you are anxious about your eligibility, please contact CMI and a representative will be more than happy to assist you in choosing the right course.

T: 01 492 7070

CMI Tel 01 492 7070 Email info@cmi-ireland.com