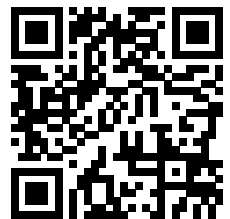




EXECUTIVE
CERTIFICATE IN
BUSINESS
AND **PUBLIC**
EVENT MANAGEMENT
10th - 13th July 2018
4-day intensive event management
training program for
event professionals

Mahidol University International College
Sathorn Campus
Sathorn City Tower, 12th floor, Sathorn Bangkok



BUILD YOUR CAREER IN THE EXCITING WORLD OF EVENT MANAGEMENT

Thailand is a world leader in the creation and delivery of celebratory, business and sporting events. As Thailand's event industry continues to grow and develop, supported by world class infrastructure such as the Queen Sirikit National Convention Centre and the IMPACT Exhibition Centre, so too do the opportunities for people trained in event management.

ABOUT THE ORGANISATIONS BEHIND THE DELIVERY OF THE COURSE

Mahidol University International College – Tourism and Hospitality Management (THM) Division

The THM Division of Mahidol University aims to develop the capacity of young professionals to both excel in their chosen careers and make a positive contribution to society. The Division offers two programs, a Bachelor of Business Administration (BBA) in Tourism and Hospitality Management and a Master of Management (MM) in International Hospitality Management. Within these programs there are three concentrations: Hotel and Restaurant Management, Event and MICE Management and Tourism Management. These concentrations are taught by Faculty members who possess both high level academic qualifications in their respective fields and substantial industry experience. This combination of qualifications and industry background frequently results in requests by international agencies and corporations for the provision of advice and consultancy services.

For more information on MUIC THM Programs, Please refer to <http://www.muic.mahidol.ac.th/eng> or email icwww@mahidol.ac.th

EVENT TRAINING AUSTRALIA

Event Training Australia (ETA) has its origins in the Australian Event Award winning Australian Centre for Event Management (ACEM), University of Technology, Sydney. ETA was established to continue, and build upon, ACEM's event training and education legacy.

ETA draws on over 20 years of experience in the development of innovative practice-based education and training programs in the event management field. These programs span one-day workshops to Masters level university courses. ETA's understanding of 'best practice' event management is further reflected in its founder's (Dr Rob Harris) co-authoring of the widely used texts and handbooks – *Festival and Special Event Management*, *Event Management and the Regional Event Management Handbook* ETA's team of presenters have extensive backgrounds both as educators and as event management practitioners. Their collective experience extends to the planning and delivery of a variety of business and public events including conferences, product launches, festivals, exhibitions, corporate parties, parades and seminars/workshops. Additionally, a range of industry specialists are also contracted by ETA to deliver presentations and programs in areas such as risk management, event project planning, event creation, social media marketing, volunteer management and accessible event design.

WHO IS THE EXECUTIVE CERTIFICATE IN BUSINESS AND PUBLIC EVENT MANAGEMENT FOR?

This program has been designed to enhance both the professional skill and knowledge base of those already employed within the event industry, and to serve as a sound

platform for people wishing to launch careers in the exciting and varied field of event management.

The focus of the program is on developing an understanding of the theory and practice of creating and delivering various types of events. The course content is based on the results of an extensive survey of event management professionals.

CERTIFICATE

Participants who undertake the course will receive a jointly badged Certificate from the Mahidol University International College and Event Training Australia acknowledging their participation.

COURSE PRESENTERS

Your course presenters have over 60 years combined experience in event management practice and education around the world. So you don't just learn from the curriculum, but from the years of experience these presenters bring to the classroom.

DR. ROB HARRIS*

Founder, Event Training Australia; Former Director, Australian Centre for Event Management, University of Technology (UTS), Sydney; and Associate, UTS Business School.

Rob has an international reputation as an event management educator having delivered programs through to Masters degree level in a variety of locations around the world including the United Kingdom, Singapore, Thailand, Malaysia, China and New Zealand, as well as throughout Australia. He is a co-author of the texts *Festival and Special Event Management*, *Event Management and the Regional Event Management Handbook*, as well as a number of event related journal articles. Rob serves as a judge for the Australian Event Awards and as an assessor for regional event grants for several state governments. Additionally, he is a member of the editorial boards of several key academic journals in the field of event management.

JADE WHITELEY*

Operations Director, Taste Festivals Australia

Jade has worked across a broad range of event genres, including corporate, non-profit and Government. Her roles have included National Tour Manager for Opera Australia, Venue Event Manager for Australian Fashion Week, Talent Logistics Manager for MTV Australia Awards, Logistics Manager for the City of Sydney's Chinese New Year Parade and Production Manager for the State Theatre in Sydney. In 2014 Jade won the prestigious Australian Event Award for Best Exhibition (Taste of Sydney). Her present position is as Operations Director for a national series of food festivals (Taste Festivals) that take place around Australia (Sydney, Melbourne and Perth).

* Please note that presenters may change due to circumstances outside the control of either Event Training Australia or Mahidol University.

KEY DATES

10th – 13th July 2018

TOPICS COVERED IN THE EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT

> Event Industry Introduction

- Introduction to the event planning process
- Introduction to the event industry

> Event Industry Introduction

Event Initiation and The Event Planning Context

- Establishing event vision/mission/ purpose statements
- Establishing event goals and objectives
- Contextual factors in event planning (e.g. legal considerations)
- Responding to client briefs, bidding, tendering
 - Creating the event concept

> Event Implementation / Project Management Tools

- Gantt charts
- Schedules, checklists and running sheets
- The role of the event manual

> Event Case Study

- The event management process in operation – guest presenter(s)
- Optional site visit

> Event Project Planning

- Event work breakdown structures
- Event organizational structures and human resource management
- Event budgets
- Event marketing and social media
- Venue site selection and layout
- Theming, performance and staging
- Working with event suppliers
- Event technologies
- Designing environmentally friendly events
- Event risk management
- Event Sponsorship

> Monitoring, Control, Shutdown, Evaluation and Knowledge Management

- Event monitoring and control practices
- Event shutdown tasks
- Event evaluation – processes and tools
- Event knowledge management systems

> Program Review

- The event planning process – a review

4 – Day Intensive Event Management Training

Meet high profile presenters:

DR. ROB HARRIS

Author of one of the most
used texts in the field of
event management

JADE WHITELEY

Australian Event Award
winning event professional

COURSE DELIVERY:

The program will be delivered by employing a mix of lectures, class exercises and case studies over a four day period commencing at 9.00am and finishing at 5.00pm

LOCATION:

The course is being conducted at the **Mahidol University International College Sathorn Campus Tower Building, 12th floor 175 South Sathorn Road Thailand 10120**

THE COURSE COST:

The cost of the course is \$40,500

This fee includes:

- > 4 days tuition
- > all course materials
- > lunch and refreshments provided on each day.

To enroll, complete the enrollment form on the back of this brochure and fax it to +(662) 441 0629, or email to ictraining@mahidol.ac.th or register and pay online at http://www.muic.mahidol.ac.th/eng/?page_id=26793



Early enrollment is advised as places are limited. Completed enrollment forms need to be submitted a minimum of two weeks prior to the commencement of the course



REGISTRATION FORM

Easy way to enroll:

1. Register and make a payment online
at http://www.muic.mahidol.ac.th/eng/?page_id=26793
2. Complete the enrollment form below and fax
form to +66 (0) 2441 9745 or email ictraining@mahidol.ac.th



Fee schedule:
฿40,500 (THB)

EXECUTIVE CERTIFICATE IN BUSINESS AND PUBLIC EVENT MANAGEMENT 10th – 13th July 2018

Participant(s) Name	Designation	Email	Contact No
1)			
2)			
3)			

Institute:

Contact person:

Billing address:

(Preferred address on the receipt in case of any organization reimbursement)

Telephone:

Email:

Food Restrictions:

Parking:

Please provide your car plate number(s)

How did you find out about this course? (You may tick more than one)

- | | |
|---|--|
| <input type="radio"/> MUIC Fan page | <input type="radio"/> Word-of-Mouth/Recommendation
(pls specify): _____ |
| <input type="radio"/> Google | <input type="radio"/> Print Ads
(pls specify publication): _____ |
| <input type="radio"/> Printed brochure | <input type="radio"/> Email flyer
(pls specify): _____ |
| <input type="radio"/> Events/Activities | <input type="radio"/> Other
(pls specify): _____ |

COURSE WITHDRAWALS / NO-SHOW

Participants will be subjected to the following charges for any withdrawal, cancellation or no-show:

Notice Period Withdrawal/Cancellation Charge

Less than 3 working days or No-Show	100% of course fee
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CANCELLATION

Mahidol University International College reserves the right to change or cancel the training course due to unforeseen circumstances.

REGISTRATION & PAYMENT

Registrations should be sent preferably 2 weeks before course start date. Upon successful registration, a seat will be reserved for you. We will advise on the confirmation and administrative details approximately 15 working days before commencement. **Payments are to be made in Thai Bahts (THB)** Please **send payment** to the following bank account: **Bank Name:** Siam Commercial Bank **Bank Branch Name:** Mahidol University **Account Name:** Mahidol University International College **Account Number:** 333-224911-6 Or Register and make a **payment online at <http://bit.ly/2yGZSzd>** Before making any Payments, please fill in registration form and email us at ictraining@mahidol.ac.th/chayapim.war@mahidol.ac.th to confirm payments. All cheques should be crossed and made payable to Mahidol University International College.

Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Course fee includes provision of refreshments, lunch, all training materials and a Certificate of Attendance.

CONFIRM PAYMENT

Email a scanned copy of the payment slip to ictraining@mahidol.ac.th to confirm your payment. You will receive your payment receipt at the registration desk during the on-site registration.

COURSE VENUE

All courses will be held at the Mahidol University International College Sathorn Campus Sathorn City Tower, 12th floor 175 South Sathorn Road Thailand 10120

FURTHER INFORMATION

Please direct your enquiries to:
Mahidol University International College
Academic Services
999 Phutthamonthon 4 Road, Salaya,
Nakhonpathom, Thailand 73170
Tel: (+662) 700 5000 ext. 1022
Fax: +66 (0) 2441 9745
email: ictraining@mahidol.ac.th