



EVENT TRAINING
AUSTRALIA



**SCHOOL OF
HOSPITALITY,
TOURISM & EVENTS**

Taylor's University Sdn. Bhd. 198601000495 (149634-D) DU023 (B)



Executive Certificate in Business and Public Event Management



Course Dates: 13-15 August 2024

Venue: Taylor's Lakeside Campus, Subang Jaya, Malaysia

RM3,000.00 (Subject to 8% SST)



Executive Certificate in Business and Public Event Management

About Taylor's University, Malaysia

Taylor's University is the #1 private university in Malaysia and Southeast Asia, ranked among the top 1% of universities worldwide. After earning a #284 ranking in the QS World University Rankings 2023 and a notable #49 ranking in the Asian University Rankings, recognizing the world's best young universities. These achievements showcase Taylor's unparalleled excellence and commitment to providing a world-class education to its students.

About Event Training Australia - An Asia Pacific Institute for Events Management International Centre of Excellence

Event Training Australia (ETA) is an Asia Pacific Institute for Events Management certified *International Centre of Excellence in Event Management Education and Training*. ETA has its origins in the award-winning Australian Centre for Event Management (ACEM), University of Technology, Sydney, and was established to continue, and build upon, ACEM's event training and education legacy. As such, ETA draws on over 20 years of experience in the development of innovative practice-based education and training programs in the event management field. ETA's understanding of 'best practice' event management is reflected in its founder's (Dr Rob Harris) co-authoring of the widely used

texts and handbook – *Festival and Special Event Management, Event Management and The Regional Event Management Handbook*, and by his appointment as a Professional Fellow of the Asia Pacific Institute for Events Management. This understanding is further evidenced by ETA's team of presenters (see <https://eventtrainingaustralia.com.au/event-training-presenters/>) that possess extensive backgrounds both as educators and as event management practitioners responsible for the planning and delivery of a variety of business and public events including conferences, product launches, festivals, exhibitions, corporate parties, parades and seminars/workshops.

About Taylor's School of Hospitality, Tourism & Events, Taylor's University, Malaysia

For over 40 years, Taylor's School of Hospitality, Tourism & Events has been a leader in hospitality and tourism, education and training. As the largest and most established hospitality and tourism management school in Southeast Asia, we take pride in consistently producing high-caliber, industry-ready graduates who can deliver excellent performance in their workplace. The School offers industry-acclaimed Degree and Postgraduate programmes in hospitality, tourism and events disciplines.

The School of Hospitality, Tourism and Events programmes are delivered under a triple Quality Assurance framework: Malaysian Qualification Agency MQA (Malaysia), Asia Pacific Institute for Events Management (APIEM) as an International Centre of Excellence for Events Management and the TedQual Certification by the United Nations World Tourism Organization (UNWTO). Taylor's is the only university in Malaysia to receive this highest accreditation for excellence by the United Nations. Collectively these endorsements provide international benchmarks that guide the content and delivery of courses. Further evidence of the

excellence of the School's programs can be found in its ranking as the first and only university department/school to achieve a Tier 6 Outstanding rating in the Ministry of Higher Education's Discipline-Based Rating System (D-SETARA) in Malaysia. This acclaimed recognition is due to its exceptional performance in transformative teaching and learning, breadth of collaboration with top industry partners and excellence in research.

The Faculty of Social Sciences and Leisure Management, in which the school sits, has received over 120 awards for its programmes, including being the first and only recipient of Tier 6 outstanding rating from the Ministry of Higher Education's Discipline-Based Rating System (D-SETARA) in Malaysia. Taylor's Hospitality & Leisure Management subject is ranked 17th globally in the QS World University Rankings by Subject (2023), remaining a top-ranked Malaysian university for the seventh time in a row. Transformative teaching and learning, breadth of collaboration with top industry partners, and excellence in research have contributed to these acclaimed recognitions.

What will participants learn?

In three days of practical training, participants develop an applied understanding of the business event management life cycle inclusive of concept development, planning, delivery, shutdown and evaluation. Specifically, the program addresses:

- to investigate the impact on event planning and management of the context in which a given event takes place- legal, organisational, technological, social and environmental
- Developing, or responding to, event briefs and bid documents
- Establishing an event's purpose, along with associated goals and objectives
- Innovative approaches to developing an event concept- live, hybrid and face to face
- Key considerations in creating a program for an event
- Venue/site selection, design and layout (including the use of Computer Aided Design software)
- Theming and event production practices
- Project management tools (e.g. Gantt charts, production schedules, run sheets, checklists), and their use
- Event management software
- AI and events
- Development and use of event manuals
- Managing the various forms of risk associated with event planning and delivery
- Planning and delivering environmentally 'friendly' events
- Practices for ensuring events are delivered in line with the plans established for them
- Considerations in event shutdown
- Event evaluation techniques

Who is the Executive Certificate in Business and Public Event Management designed for?

This program is specifically intended for individuals that:

- need to build event management skills and knowledge quickly because of their expanded work role;
- seek to develop careers in the event management field, but currently lack the skills/knowledge to do so; or
- are currently employed in an event coordinator or event manager role and wish to ensure they are employing industry best practice.

As a result, this program seeks to aid the career development of those employed, or seeking employment, as:

- Corporate in-house event organisers
- Special event coordinators/managers
- Conference/meeting planners
- Charity event organisers
- Executive/personal assistants with responsibility for event planning/delivery
- Festival managers
- Parade directors
- Exhibition organisers
- Wedding planners
- Government event planners/coordinators
- Educational institution event managers
- Sport event managers
- Hotel/resort/cruise ship event coordinators

Course presenters

Dr Rob Harris

Former Director, Australian Centre for Event Management, University of Technology, Sydney, UTS Business School Associate. Adjunct Professor, Taylor's University, Malaysia and Principal, Event Training Australia

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

Mr. Ch'ng Chor Ban

Ch'ng Chor Ban is an event practitioner and educator who have a combined more than one decade of experience in both the education and event industry. Prior to joining Taylor's University, he served as Strategy and Special Projects Manager in Exabytes Digital focusing on Alibaba.com. His passion for the event industry empowers him to be involved in the various roles such as an active council member of BMEAC, a judge and speaker for MICE Destination Marketing Contest and former Co-Opted Committee Member of PATA Malaysia Chapter. Chor Ban enjoys meeting with new people and sharing ideas. He specializes in Events subjects such as Business Events Management, Event Technology, and Destination Marketing. He is Certified in Exhibition Management® by International Association of Exhibitions and Events (IAEE), Certified Digital Event Strategist by Professional Convention Management Association (PCMA) and Certified Trainer by Human Resource Development Corporation (HRD Corp) currently.

What makes this program unique?

The Executive Certificate in Business and Public Event Management has been delivered to over 4000 participants in 10 countries, including Singapore where it is now in its 10th year. It is based on the texts written by its presenters which are used in colleges and universities internationally, as well as by event professionals. The program is constantly updated to reflect best practice in event management and its capacity to upskill practitioners and those seeking to develop careers in the area, is reflected in its designers' receipt of a national award in the education and training category of the Australian Event Awards.

Course dates

Malaysia
13-15 August
2024

Course duration & presentation approach

The course runs from 9am-5pm for three days and includes a mix of lectures, in-class activities, case studies, industry presentations and a site visit (Day 3).

Course fees & inclusions

The course fee is RM3,000.00 (Subject to 8% SST). A 10% early bird discount applies if a registration is received 30 days prior to the course commencement date. A 20% discount applies for registration of 3 or more participants. See registration form for more details.

Fee inclusions:

- Site visit
- Three days face-to-face classroom interaction
- All course materials - including a course folder and a USB containing all course notes
- Morning tea, lunch and afternoon tea each day
- Certificate of attendance from Taylor's University School of Hospitality, Tourism and Events and Event Training Australia

How to enrol

To enrol, complete the registration form on the back of this brochure and email a scanned copy to chorban.chng@taylors.edu.my or WhatsApp a snapshot of the form to +6018-4653842. Early enrolment is advised as places are limited.

Build your career in the exciting field of event management

COURSE REGISTRATION FORM

Email completed the registration form to chorban.chng@taylors.edu.my or WhatsApp a snapshot of the form to +6018-4653842.

Submission of this form implies you have read and accepted the **Terms & Conditions** as stated below.

Executive Certificate in Business and Public Event Management

RM3,000 (subject to 8% SST)

Section 1 Course Date			
13-15 August 2024			
Section 2 Registration Type			<i>please select one only</i>
<input type="checkbox"/> Corporate / Company-Sponsored		<input type="checkbox"/> Individual	
Section 3 Participant(s) Details			
Full Name	Designation	Email	Contact No.
1)			
2)			
3)			
Section 4 Billing Details			
Full Company Name :			
Billing Address :			
Contact Person :		Designation :	
Contact No :		Email :	
Payment Mode: <input type="checkbox"/> Cheque <input type="checkbox"/> Bank Transfer (for details see below) <input type="checkbox"/> Credit Card <input type="checkbox"/> Cash			
<input type="checkbox"/> E-invoice (for statutory boards/govt only)			
<ul style="list-style-type: none"> ▪ Department : _____ ▪ BU Code : _____ ▪ Attention to: _____ 			
Company Name: Taylor's University Sdn Bhd			
Bank Name: OCBC Bank (Malaysia) Berhad			
Bank Account No.: 701-130855-6			

Terms & Conditions

Registration Form

Incomplete registration forms will not be processed. All registrations should be submitted at least 3 weeks before course commencement.

Upon successful registration, a seat will be reserved for you. We will advise on the confirmation and administrative details approximately 10 working days before commencement.

Please be reminded to email us immediately should there be any changes after you have submitted your registration via chorban.chng@taylors.edu.my

Payment

Payment can be made via cash, cheque, bank transfers, credit card or cash. Please select your preferred mode of payment during registration.

Payments are to be made in Malaysian Ringgit (MYR) and subjected to prevailing GST. All cheques should be crossed and made payable to "Taylor's University Sdn. Bhd" with the invoice no. indicated on back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by your company. Fees are inclusive of course materials, Certificate of Attendance, lunch & tea breaks.

Group Discount

20% Group Discount will be accorded for registrations with 3 or more participants, for the same course on the same days.

Early Bird Discount

A 10% discount will be accorded if you register at least 30 days or more before course commences.

Withdrawals / Cancellation / No-Show

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

Notice Period	Withdrawal / Cancellation Charge
More than 10 working days	No charge
10 working days or less	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Taylor's University Sdn. Bhd. reserves the right to change or cancel the course due to unforeseen circumstances.

Privacy Policy

TU has the right to use the data provided for the purpose of processing my course registration, subject to the provisions of the Personal Data Protection Act 2012 (PDPA). I am aware that photographs / video may be taken at the course for marketing purposes.

Venue

Courses will be conducted at Taylor's University, Lakeside Campus, No.1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia, unless otherwise stated.

For more details or enquiries, please contact Mr. Chor Ban at +6018-4653842.