EVENT TRAINING AUSTRALIA

Executive Certificate in Event Management (Business and Public Events)

ASIA PACIFIC INSTITUTE FOR EVENTS MANAGEMENT
INTERNATIONAL CENTRE OF EXCELLENCE

Executive Certificate in Event Management (Business and Public Events)

Build your career in the exciting field of event management

The number and type of events conducted in Australia and internationally has grown exponentially over the past decade. This growth has resulted from governments seeking to leverage events for economic purposes, along with an expanded recognition of the role events play in areas such as marketing communications, information sharing, organisational learning and community development. This growth in turn has resulted in an increased need for trained professionals capable of planning and delivering events of various types (conferences, product launches, exhibitions, seminars/workshops, sporting events, parades, networking and social events). This program contributes to meeting this need by providing a grounding in the key skills and knowledge required to successfully project manage the full spectrum of events and their various delivery formats (live, hybrid and virtual).

What makes this program unique?

The Executive Certificate in 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.

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.

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

The four-day Executive Certificate in Event Management- Business and Public Events (ECEM) is delivered in a face to face block of four days. Based on an extensive survey of event industry professionals, the program is specifically designed to both enhance the skill and knowledge base of those already involved in the planning and delivery of events, and to serve as a platform for people seeking to launch careers in the exciting and varied field of event management. Specifically, the ECEM 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
- Festival planners
- Parade directors
- Exhibition organisers
- Wedding planners
- Government event planners/ coordinators
- Educational institution event managers
- Sporting event managers
- Hotel/resort/cruise ship event coordinators

What will you learn?

In four days of practical training delivered by industry experts, you will cover the event management planning process for business and public events inclusive of:

- understanding the event planning context- legal, organisational, technological, social, and environmental influences
- developing event concepts- live, virtual and hybrid events
- establishing event goals and objectives
- project managing events
- venue/site selection, design, and layout
- event programming
- theming, performance and staging
- scheduling tools and the event manual
- budgeting
- event marketing
- event management software
- accessible event design
- supplier management
- environmentally sustainable practices and event planning
- event risk management
- event monitoring and control practices
- event shutdown processes
- evaluation and reporting
- event management case studies

Who will be presenting the course?

Dr Rob Harris

Former Director, Australian Centre for Event Management, University of Technology, Sydney, UTS Business School Associate and Professional Fellow, Asia Pacific Institute for Event Management

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, 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*. Dr Harris 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.

Meg Hibbins

Sessional Lecturer in Event Management and PhD Candidate, University of Technology, Sydney

Meg has a corporate event management career spanning 20 years and has successfully developed and delivered special events across a range of industries including professional associations, pharmaceuticals, higher education, professional service firms and small business. Meg has also develop her experience in public event management by taking up volunteer positions at the Manly Jazz Festival, Manly Food & Wine Festival, Sydney Festival and Christmas in the Mountains. Meg is a graduate of the Master of Management (Event Management) program at the University of Technology Sydney where she has recently been involved in developing and delivering event management programs at Undergraduate and Postgraduate levels.

Jade Whiteley

Event Producer

Jade is a Perth-based event creator, producer and consultant with extensive experience across a broad range of event genres including festivals, corporate events, gala dinners, major awards ceremonies and community events. For the past four years Jade has held the role of Operations Director for IMG Culinary, delivering nationwide festivals including Taste of Sydney, Taste of Melbourne, Taste of Perth and Margaret River Gourmet Escape. Her previous 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.

Please note: Course presenters will vary with each course

"The experiences shared by the speakers were fantastic! They have passed on what they do and made everyone in the class feel inspired. Good resources, many case studies, interesting/engaging instruction and lectures, great examples (photos/ videos/samples)" - *Marianna, Vodafone Australia*

"I really appreciated how qualified everyone was that was lecturing, and just their anecdotal experience, also how it covered such a range of issues from catering to staging to design to the shut-down process and post-production, and so I felt like I gleaned just an amazing amount of wisdom in a really short period of time" — Felicity de Sauty, Tropfest Australia

"The program's been of enormous value; even having years of experience. I've really appreciated that opportunity to meet with some of the leaders in the industry who are really inspiring, and I'm looking forward to going away and putting into practice some of what I've actually had the opportunity to learn." — Kathryn McKenzie, Warringah Council

Course dates 2026

All courses are face to face

Melbourne

10th - 13th November 2026

Sydney

17th - 20th November 2026

Course format and duration

All courses are delivered in a four day block, commencing at 9am and end at 5pm on each scheduled day, with breaks for morning and afternoon tea (30 minutes each) and lunch (one hour). Each course progresses sequentially through the event management process and involves a mix of presentations, applied exercises and case studies from guest presenters.

Course fees and inclusions

Course fee: $1962 + GST

Course fee includes all course material (hard and soft copy notes)

Morning and afternoon teas and lunch

Certificate of attendance from Event Training Australia endorsed by the Asia Pacific Institute for Event Management.

How to enrol

Enrol online at www.eventtrainingaustralia.com.au. If required prior to payment, invoices can be requested when enrolling online. Please note that there are no prerequisites for entry, and early enrolment is advised as places are limited and do book out. Enrolments cannot be processed without payment.

Discounts

The following discounts apply in the context of the full course fee:

- 10% discount for participants from a registered charity.
- 10% discount when two or more staff from the same organisation register.

Please note: Only one of the above discounts can be applied. To access a course discount please complete an invoice request form so that an invoice with the discounted amount can be sent to you/your organisation.

Cancellation policy

A full refund will be provided if ETA is advised in writing (email) at least 15 working days before the course commencement date. Cancellations made 10-15 days prior to the course commencing will incur an administration fee. This fee is 25% of the registration price. Cancellations made 5 – 10 working days prior to course commencement will incur an administration fee of 50% of the registration price. No refunds will apply in the event a cancellation is made inside 5 working days.

Organisations may substitute one staff member for another. ETA reserves the right to cancel programs. In the event of a course cancellation, fees paid will be fully refunded.

For full details of enrolment terms and conditions please visit www.eventtrainingaustralia.com.au

Further information

Website: www.eventtrainingaustralia.com.au
Email: admin@eventtrainingaustralia.com.au
Telephone: 1300 297 714

EVENT TRAINING AUSTRALIA