

EVENT MANAGEMENT

**AN ICMS EDUCATION BUILDS
YOUR FUTURE FASTER**

Briana Nowland

2010 Industry Training, The Trish Nicol
Agency and Great Big Events



HOW ICMS HELPS YOU BUILD A BETTER FUTURE, FASTER.

- ... conceptualise, plan, coordinate and stage at least one major event during your study
- ... participate in a comprehensive event production and design unit
- ... gain skills in using Events-pro industry-standard software
- ... be taught by lecturers who are current practitioners
- ... nine months of professional Industry Training



STUDY + EXPERIENCE = SUCCESS

SAMPLE SUBJECTS

Introduction to Event Management

Learn about evaluation and feasibility studies, conceptualising and planning events and communicating the event project plan. Learn how to identify key strengths and weaknesses and develop risk strategies and contingency plans.

Event Production and Design

Discover more about event production and design including script writing, voice over, copy editing, printing materials, room layouts, power, lights, sound, audio visual and special effects.

Event Practicum

Apply your theoretical and practical knowledge and skills to staging an event with your fellow students. You will place yourself in the position of an event manager and organise an event from concept through to execution and evaluation.

Event Promotions and Sponsorship

Research techniques and negotiation skills are developed as you find yourself in the position of an event manager responsible for sourcing and securing sponsorship and funding for an event.

International Events

Go behind the scenes to review a major international event and discover more about how it was created. Understand the impact and implications of international events on the host country.

YOUR FUTURE. YOUR BUSINESS.

If you're looking for a career where no two days are the same and you aren't afraid of hard work, event management can be one of the most rewarding and exciting choices you could make. During your course you will acquire the strategic management, practical and personal skills you need to manage a range of events. You will also be involved in conceptualising, planning and staging real events. Professional Industry Training will introduce you to the industry and help you get a job when you graduate.

ENJOY GREATER EMPLOYMENT POTENTIAL WITH ICMS

Event management opens the door to travel and international careers. As your career develops, combining your knowledge and experience with a personal interest such as sport, arts, cultural or corporate pursuits, could open the door to any number of exciting career moves. With qualifications from ICMS, your international skills will bring job opportunities such as:

- Event manager and producer
- Conference and meeting manager
- Venue manager
- Exhibition manager
- Sponsorship manager
- Sports marketer
- Festival organiser
- Theming and event styling consultant
- Banquet/event coordinator
- Incentive group coordinator
- Audio visual technician/operator

YOUR FIRST CV WHEN YOU GRADUATE WITH YOUR ICMS DEGREE

Your degree will give you:

- "Work-ready" skills and attitudes developed through the combination of on-campus study and a comprehensive Industry Training component;
- A qualification from a College with an excellent graduate employment record and extensive links to the event industry;
- A distinct edge through a well-rounded and multi-disciplinary qualification; and
- A thorough understanding of key concepts and theories in event management combined with practical skills in key areas such as event conception and implementation, risk management, client service and venue and project management.

EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in events, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, hospitality management, international tourism, property services management or sports management. So, in less than four years, you'll have two degrees.

FOR MORE INFORMATION AND TO APPLY

Web: www.icms.edu.au
Email: info@icms.edu.au

CRICOS

Program Length

Professional Industry Training

ICMS UNDERGRADUATE PROGRAMS

Bachelor of Event Management

068282A

3 years full time

9 months

Bachelor of Business Management

Majoring in Event Management

068149F

2.5 years full time**

9 months

Associate Degree of Business in Event Management

060096A

2 years full time

9 months

Diploma of Event Management

055639F

1 year full time

3-4 months

DOUBLE DEGREES

Bachelor of Event Management

combined with the Bachelor of Business Management

068282A, 068149F

3.5 years full time*

9 months

Bachelor of Event Management

combined with another ICMS specialisation

068282A
plus the code of your chosen specialisation

3.5 years full time*

9 months

* 3 years and 2 trimesters, length depends on subjects selected. **2 years and 2 trimesters, length depends on subjects selected.

9 months Industry Training equates to a minimum of 1200 hours. 3 months Industry Training equates to a minimum of 600 hours.

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. Sydney English Language Centre [SELC]: 00051M.

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any unit of study, or to withdraw any unit or program of study which it offers, or to impose limitations on enrolment in any unit or program of study. College fees are subject to change.

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Event Management

Typical Study Pattern

Event Management
Specialisation

	Bachelor of Event Management	Bachelor of Business Management (Majoring in Event Management)	Associate Degree of Business in Event Management and Diploma of Event Management
Year One	Subject Name		
	Trimester One	Introduction to Event Management	Event Management Subject Elective - 100 or 200 level
		Business Economics	Business Communication
		Business Communication	Introduction to Information Systems
		Introduction to Information Systems	Event Management Subject Elective - 100 or 200 level
		Service Management	Introduction to Information Systems and Technologies
			Service Management
			Introduction to Event Management
			Venue and Hospitality Operations
		Legal Issues in Event Management	
Trimester Two	Event Operations & Logistics	Managing People and Organisations	Event Operations and Logistics
	Venue and Hospitality Operations	Event Management Subject Elective - 100 or 200 level	Event Production and Design
	Accounting Fundamentals	Principles of Marketing	Accounting Fundamentals
	Principles of Marketing	Service Management	Business Organisation Principles
	Introduction to Human Resources		Business Communication
Trimester Three	Event Production and Design	Introduction to Human Resources	INDUSTRY TRAINING*
	Legal Issues for Event Management	Academic Writing and Research Skills	
	Elective - 100 or 200 level	Accounting Fundamentals	
	Academic Writing and Research Skills	Event Management Subject Elective - 200 or 300 level	
	Business Law		

Optional Exit with Diploma of Event Management

Year Two	Trimester Four	INDUSTRY TRAINING*	INDUSTRY TRAINING*	INDUSTRY TRAINING*
	Trimester Five	INDUSTRY TRAINING*	INDUSTRY TRAINING*	Academic Writing and Research Skills
				Principles of Marketing
Year Three	Trimester Six	Event Practicum	Management, Philosophy and Performance	Managerial Accounting
		Business Statistics	Business Economics	Business Economics
		Managerial Accounting	Human Resource Planning and Performance	Basic Business Law
		Managing People and Organisations	Business Law	Contemporary Issues In Event Management
		Human Resource Planning and Performance	Leadership Foundations	Exhibition Services
		Leadership Foundations		Leadership Foundations

Year Three	Trimester Seven	Event Promotions and Sponsorship	Business Statistics
		Business Ethics	Strategic Marketing Management
	Business Finance I	Event Management Subject Elective - 300 level	
	Elective - 200 or 300 level	Research Methods	
Trimester Eight	International Events	Business Finance I	
	Research Methods	Strategic Management	
	Strategic Marketing Management	Event Management Subject Elective - 300 level	
	Elective - 200 or 300 level	Event Management Project	
Trimester Nine	Event Management Project	Electives in the Bachelor of Event Management may be chosen from any ICMS specialisation, subject to availability and eligibility.	
	Business Forecasting		
	Strategic Management		
	Elective - 200 or 300 level		

Electives in the Bachelor of Business Management (Majoring in Event Management) must be chosen from:

Subject	Level
Introduction to Event Management	100
Event Operations and Logistics	100
Venue and Hospitality Operations	100
Legal Issues in Event Management	200
Exhibition Services	200
Event Production and Design	200
Event Practicum	200
Event Promotions and Sponsorship	300
International Events	300

The above Study Pattern is to be used as guide only. Subjects and curriculum are subject to change.

CRICOS CODES: Diploma of Event Management: 055639F. Associate Degree of Business in Event Management: 060096A. Bachelor of Business Management (Majoring in Event Management): 068149F. Bachelor of Event Management: 068282A. *Industry Training may be deferred, taken part time or earlier provided all prerequisites are met. Students will be assisted by an Academic Advisor when choosing their electives. Not all electives may be offered every term.

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ICMS PROGRAMS

BUSINESS MANAGEMENT

SPORTS MANAGEMENT

INTERNATIONAL TOURISM

EVENT MANAGEMENT

PROPERTY SERVICES MANAGEMENT

HOSPITALITY MANAGEMENT



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