

BACHELOR OF EVENT MANAGEMENT



YOUR NEXT GENERATION EDUCATION

1

An event management degree designed by the best, for the best

At ICMS we are connected with industry. We work with event industry professionals including experts from the fields of event planning, project management and event sponsorship, to maintain our high standards of excellence in curriculum design. We continually review and refine our Bachelor of Event Management degree to ensure our students have the best specialist knowledge in event management to work anywhere in the world.

2

1,200 hours of real-industry experience

When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 1,200 hours (9 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

3

You'll think outside the box and outside the classroom

Theory is important, it will teach you the fundamentals you need to be an event management leader. However, nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience working on real events. Field trips and site visits with our industry partners will see you learning from the best in the business.

4

You are an industry leader in training

You won't just learn to coordinate events, we train you to be an event management leader. Combining specialist event subjects with business, we train you in the critical thinking and analytical skills you'll need to prepare for a management role after you graduate.

5

We're the global industry experts

At ICMS we have lecturers with international careers who are experts in the events industry. Guest lectures from our network of industry partners will keep your learning fresh and relevant and up to date with the latest demands from industry and your future employers. When you take a study tour with us we will introduce you to key staff at international event venues like the Plaza and the Waldorf in New York. It is all part of preparing you for an international career in event management.





The International College of Management, Sydney (ICMS) has a reputation for producing high calibre event management graduates. We offer a balance of theory and practical training in management and events. Our close connections with industry and our dedication to training our students to be work-ready professionals, ensures that we continue to be at the forefront of education in professional services management.

At ICMS your student experience will be unique. You'll earn your qualification in a friendly multicultural environment at one of the world's most stunning campus locations – Manly, just a 17-minute ferry ride from Sydney CBD. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS.

Our approach to work-integrated learning, emphasis on professionalism and our comprehensive industry training program will provide you with the foundations for a successful career in event management.

“We encourage our Bachelor of Event Management students to understand events by experiencing them. This degree is extremely practical with students planning and coordinating at least one major event, with plenty of opportunities to work on others in a range of sectors. Their exposure to professional event management is what makes our graduates so attractive to industry.”

Juliet Hudson
Head of Program,
Event Management

YOUR DEGREE

BACHELOR OF EVENT MANAGEMENT

The ICMS Bachelor of Event Management is your backstage pass to a professional business career in event management. From business events including meetings, exhibitions and conferences to social events including weddings, festivals and fashion parades – a professional event manager can make any event look seamless. By studying one of Australia's leading event management degrees at ICMS, you will learn the strategic management, practical and personal skills that will make you an outstanding event professional. Our close connections with industry and our reputation as event management experts will give you the start you need to excel in your career.

When you study with us you experience our next generation education. At ICMS we believe in a curriculum that blends a thorough understanding of the theoretical principles of management with innovations in hands-on, practical education. You will manage real events with real clients. From conceptualising and pitching the event, to promotion and production, management and evaluation, you will experience every aspect of event management. The project management skills you gain are easily transferrable to other sectors of business including marketing, business development and public relations, giving you a truly versatile degree.



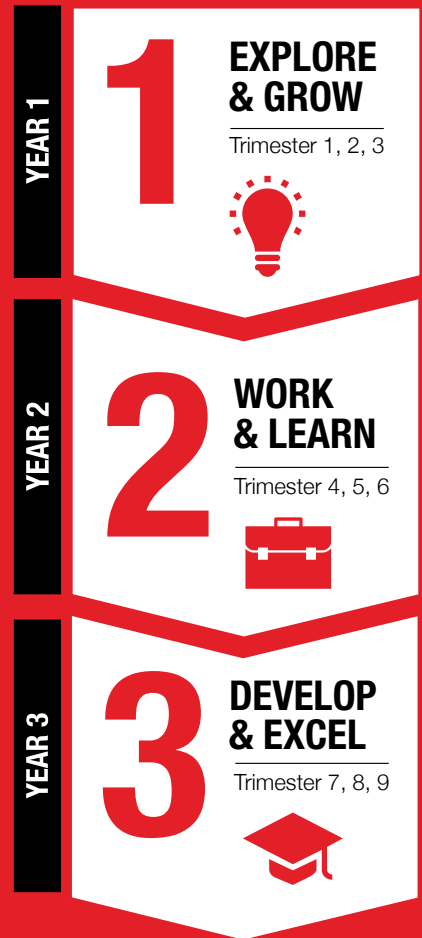
DEGREE STRUCTURE

Degree length: 3 years full time

With a Bachelor of Event Management you will be industry ready. You will combine business and management studies, specialised event subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you will learn about the critical elements of staging an event from design, logistics and production to marketing and sponsorship. This prepares you for your industry training, typically taken at the start of your second year. On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded event manager or entrepreneur.

YOUR TIMELINE*



* For full degree details please refer to the back cover.

EVENT MANA

Featured right: Romy Hewett, Australia
Event Management Graduate, 2009
Director of Functions and Marketing,
Sydney Restaurant Group

A SNAPSHOT OF YOUR SUBJECTS



PRODUCTION AND DESIGN

Event managers often have a flair for the creative. Production and Design is where you will harness that creativity to win over a real client and to develop the design and production elements of your event. Starting with promotion you will experiment with scriptwriting, voiceover, copyediting, and the print materials needed to create a sought after event. You'll sharpen your technical skills and learn production aspects like audio visual, lighting, sound and staging, room layouts and special effects. A field trip to a staging company will offer you an interactive experience in event staging.

OPERATIONS AND LOGISTICS

Site visits, event plans and a thorough working knowledge of event operations and logistics will keep you focused on running a smooth and stress free event. We will take you on a back-of-house tour of an event venue to conduct your own site audit, as you consider the logistics of a typical event. You will learn how to manage event operations taking into consideration project, labour, risk, financial, site and transport management issues that are all part of an event manager's job. You'll also develop your own logistics manual for a simulated event and use industry software to manage the logistics of any event.



EVENT PRACTICUM

In your event practicum you have the opportunity to apply all your theoretical knowledge and practical skills to a real event with a real client. You'll work with your classmates to manage an event from conception through to execution and evaluation. You will work on high profile events like the Bear Cottage Christmas Party or ICMS Celebrity Chef Dinner. You'll learn the practicalities of running an event like site and risk management issues and stakeholder management issues as well as budget management, time management and project management.

AGEMENT, THE ICMS WAY



YOUR FUTURE

Event managers have the skills and expertise to make any event look easy. Composed under pressure, an extraordinary event manager seamlessly brings together all the key elements required to create an outstanding guest experience. At ICMS we are in the business of training extraordinary event managers. Our graduates are experts in event management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Event Management graduates are trained to be professional leaders.

As your career develops, combining your knowledge and experience with a personal interest such as sport, business, arts or culture could lead to a wide range of new and fascinating career directions. Many of our graduates are working across the globe in exotic locations like Europe, USA, South America, Asia and Pacific Islands.

Positions include:

Event Manager	Sponsorship Manager
Event Producer	Festival Manager
Event Director	Theming Consultant
Venue Manager	Banquet/Event Manager
Exhibition Manager	Incentive Manager
Conference Manager	Wedding Organiser

“I had the time of my life at ICMS. Even though it is only metres from the beach, ICMS is an environment focused on professionalism and success. At ICMS I learnt from industry professionals, and there were lots of networking opportunities. The practical experience and knowledge I gained from my industry training and studies made me realise that there was a gap in the staffing agencies market. This gave me the confidence to start my own business, Black and White Waiters. My clients now include Hermes and Giorgio Armani.”

Alejandro Jara, Venezuela

Event Management Graduate, 2009

Director and Founder, Black and White Waiters



NEXT GENERATION EVENT MANAGEMENT

Whether you have an international conference in your sights or specialist wedding receptions a little closer to home, ICMS will provide you with a superior education in event management theory and practice that will prepare you for a leadership role. ICMS degrees focus on the next generation of education getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional event manager you need to have a sound knowledge of the events industry in practice. The best way to do that is to experience it first-hand.

BACKSTAGE PASS



Site visits to a range of venues will get you thinking like an event manager as you conduct site audits and consider the challenges and potential of each site.

Venues range from the enormous, such as ANZ Stadium, to smaller venues like hotels and restaurants. You'll speak with industry management experts about their business operations and management, and see behind the scenes of banqueting and conference rooms with 'back of house' tours.

LEARN ON LOCATION



You'll examine the décor, layout, signage, staffing and service at event venues with field trips and lectures on location. Inspecting and analysing the business functions at event venues and completing industry-based projects will reinforce everything that you have learnt in the classroom.



REAL CLIENTS – REAL EXPERIENCE

Can you visualise the perfect event from start to finish? Can you convince a client of your vision? Can you plan a budget? How will you manage under pressure? Working with clients, you will stage an event from concept to completion. Applying all that you have learnt in the classroom to a real-world experience with real clients will train you for the demands of industry. Through our solid volunteer program with high profile events, you can also build experience and industry exposure across a range of industry sectors: arts, fashion, sports, corporate and community.



EVENTFUL NETWORKING

At ICMS we are a community. ICMS graduates continue to be part of our community, visiting our students on campus and sharing their experiences of life in industry. This is your opportunity to learn about the careers of our graduates and how they achieved their success. It is also a great way to find out about paid and volunteer job opportunities available to event management students.



FROM MANLY TO MANHATTAN

Our study tours are part of what makes ICMS a global college with an international perspective. An overseas study trip like our New York Study Tour will give you unique access to some of the world's most impressive locations. You will go behind the scenes of world famous event spaces like Madison Square Gardens, Radio City Music Hall, Javitas Center and Gotham City Hall. With guest lectures and inside information from key event staff you will see behind the operations, staging and logistics of prestigious hotels like the Plaza and the Waldorf. You'll have the opportunity to be part of New York Fashion Week, getting first-hand knowledge of its staging, logistics and operations.

OUR INDUSTRY CONNECTIONS ARE YOUR INDUSTRY CONNECTIONS...

We have an impressive network of event industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience.

When it is time to embark on your industry training, we work closely with them to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you to a major city, regional area or island resort in Australia. You could even take up a position in an international city. It is all part of finding the best placement for you. Not only is this an invaluable experience, it is also a chance to grow your professional network. For many of our graduates this experience introduces them to their future employers.



NORTHERN BEACHES COUNCIL



Grand Pacific GROUP



cievents.



DOCKSIDE GROUP



DEGREE DETAILS

	Subject Type	Subject Name
Trimester 1	Core	Managing People and Organisations
	Core	Principles of Marketing
	Core	Introduction to Human Resources Management
	Specialisation	Introduction to Event Management
Trimester 2	Core	Accounting Fundamentals
	Core	Service Management and Innovation
	Specialisation	Venue and Hospitality Operations
	Specialisation	Event Operations and Logistics
Trimester 3	Core	Business Statistics
	Core	Business Economics
	Specialisation	Event Production and Design
	Specialisation	Exhibition Services
Trimester 4	Industry Placement	Industry Training I
Trimester 5	Industry Placement	Industry Training II
Trimester 6	Core	Career Planning and Strategy
	Elective	General Elective (as per course rules)
	Elective	General Elective (as per course rules)
	Specialisation	Event Practicum
	Other	Applied Leadership
Trimester 7	Core	Research Methods
	Specialisation	Promotions and Sponsorship
	Specialisation	e-Commerce and Social Media
	Specialisation	Legal Issues for Event Management
Trimester 8	Core	Strategic Management
	Elective	General Elective (as per course rules)
	Specialisation	International Events
	Specialisation	Conventions and Meetings Management
Trimester 9	Elective	General Elective (as per course rules)
	Specialisation	Event Management Project

ELECTIVE EXAMPLES

Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Introduction to Information Systems	Cross Cultural Management
Business Communications	Managing Workplace Conflicts
Current Issues in Business Management	Business Ethics

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published May 2017.

APPLICATION DETAILS

ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit www.icms.edu.au/entry

WHEN TO APPLY

ICMS has three intakes each year (February, May and September). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date.

Apply directly to ICMS at www.icms.edu.au/apply or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).



STUDY + EXPERIENCE = SUCCESS



ICMSAustralia



#icmscampus



c/ICMSAustralia

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