

CERTIFIED EVENTS MANAGER (CEM)

A 6 to 9-months certification course-

*A must-attend practical programme for all who are involved in Events Management
and aspire to be recognised at professional level with this certification*

Organised By

EventsMastery



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Introduction to the programme

Based on our research, we realize the need for a practical training programme on event management for those involved in corporate events. When we were at school, we were not taught how to organize and manage events and yet, when we join the corporate world, we are often asked to organize such events, whether on small or large scale and most of the time, without proper guidance and training. Most of us developed our skills from those days when we were involved in extracurricular activities.

This is an opportunity to learn the systematic approach to events management. You can thus improve your organizational skills in managing your company or client's corporate events and to demonstrate to your superiors or clients...your abilities in event management. You can also go for the certification and be recognised as professional event manager with the title "Certified Event Manager".

Objectives

The participants will get 1st-hand knowledge from experienced practitioners in Events Management. Some of the learning objectives of the workshop include:

KEY LEARNING OBJECTIVES:

- Understand the entire events management process and resources required
- Understand what makes a successful event, getting started and what are the key elements that pull it together
- Learn how to strategise your events and manage your budget & ROI
- Learn how to identify, manage and control potential problems to ensure a successful event
- Learn how you can promote and market your events successfully with use of new trends and technologies
- Learn how to work with 3rd parties including sponsors, strategic alliances, partners and suppliers
- Learn how to apply critical and creative thinking skills, leadership, team-building to your events
- Learn a process-based approach to events management with proven system and templates provided
- On-the-spot practice with live simulated exercises and be coached and evaluated immediately

Participants will leave the workshop with a system and templates that they can apply immediately at work and they can start planning and organising events.

Programme Structure

Participants can take up to 9 months to complete the programme and or as early as 6 months depending on how fast they can complete the practical assignment in order to be certified as CERTIFIED EVENT MANAGER.

Overview of the structure:

- Phase 1 – Training
 - 2-day face-to-face practical and interactive workshop
- Phase 2 – Coaching
 - 3 post-workshop clinics with group/personal coaching sessions on specific advance topic and on their assignment/project (face-to-face or online)
- Phase 3 – Practical & Assignments
 - 1 main project submission
 - 1 event audit assessment (where we audit their event)

Phase 1 information

1.1 Programme outline for the 2-day workshop on “How to Manage Corporate Events Successfully” (Please note this is HRDF claimable as an independent workshop)



Introduction & Overview

- Event Management Process
- EventsMastery Process ChartTM
- EventsMastery 9-box Process FlowTM
- Characteristics of Events Management
- 5W2H Approach to Events ManagementTM

Module 1: Research/Concept

- Ideas Generation/Brainstorm
- Research / Environment scan
- Feasibility studies / Cost-benefit

Module 2: Planning , Budget & Control

- Structure/ Contents/ Speakers/VIPs
- Budget/ Financial Planning
- Scoping/Sitemap/Implementation Plan
- Risk Management/Contingencies Planning
- Performance Management/ Control Plan
- Project Management Approach

Module 3: Resources & Alliances

- Sponsors/ Strategic Alliances
- Manpower Management
- 3rd Party Management

Module 4: Production of Collaterals

- Copywriting/ Design/ Production of Collaterals

Module 5: Marketing & Promotions

- Marketing/ Promotion Activities
- Press Relations/Media Management/Branding
- Performance/ Results Tracking

Module 6: Sales & Registrations

- How to Sell
- Registration management

Module 7: Logistics/Administrations

- Pre-event Logistics/ Production and Administration

Module 8: On-site Management

- Setup, On-site Events Proper & Shut-Down

Module 9: Post-event & Review

- Post-event Activities & Closures
- Debrief, Review, Post-Mortem, Reports

Practical Simulated Mock-up Exercises and On-the-spot Evaluation/Debrief

Phase 2 & 3

The coaching will be based on actual work that you will be doing back in your company and the project assignment and events audit will be based on real-life events happening in your company either internal or for your clients. In the event that you are not able to do so, we can arrange for you to be involved in organizing and managing an actual event for our company as part of your practical and for you to complete your assignments.

Methodology

The workshop is very practical, fun and interactive in nature. Besides having lectures to help you (participants) get some key knowledge and theories, there will be many practical group exercises, games, simulations and mock-up sessions which will allow you to practice and demonstrate your knowledge and skills on the spot. We will then provide feedback so that learning takes place immediately. You can also opt to attend the follow-up sessions depending on your own needs and requirements. The coaching is based on live projects so that you can focus on areas that are relevant to your events.

Exemptions for Experienced Events Manager (CEM work-based validation process)

For Event Managers who are very experienced and would like to gain the CEM certification from IPMA, they can opt for work-based validation instead.

How it works:

1. Candidate must have a minimum of 3 years of active experience in managing events as the Event Manager/Project Leader or in prominent leading role for the event. The candidate must have full working knowledge of events planning, implementation and control.
2. Fill up an Application and complete with the Application fee (non-refundable). A validation form will be provided to organize the submission of their full C.V. and a passport size photo with list of events completed and evaluation results.
3. After we receive their submission we will let them know if they qualify to apply. If they do, we shall proceed with the validation in which case they will pay a validation fee and submit all the documents required for validation. This includes project

documents that show proofs of events planning, implementation/action plan, financial/budget, on-site documents/checklists, control documents and events evaluation summary (documents may depend on type of events)

4. They will need to submit a video recording of a live event managed by them, failing which we reserve the right to assess/observe an actual live event taking place.
5. We will also arrange for an interview with one of our Coach.
6. After the interview, they will know the result within 14 working days.
7. Once they are approved, we will then let you fill in the necessary forms to apply for the Certified Events Manager, IPMA, UK certification at their own cost. (U.K. £ 80 pound.)
8. Should they not be approved, we will explain how they can be for a subsequent application, eg to go through the normal CEM programme or resubmit the documents required) The validation fee paid is not refundable but this amount can be deducted from the CEM course should they decide to pursue the programme.

Who Should Attend?

- Responsible for your company functions and events
- Involved in organizing training, seminars, conferences and exhibitions
- Given the task to organize and manage events for marketing and promotions...trade shows, press conferences, product launch, road shows, sales conventions and others
- Asked to manage events for your corporate clients
- Keen to explore a career in event management/ for career development
- Wants to be recognised professionally as Certified Events Manager

Resource Consultants

Quest Group has a large faculty of competent and proficient consultants and coaches in this area.

Why you should be part of this programme

- You will get 1st-hand knowledge from experienced practitioners with over 50 years of accumulated experience in Events Management.
- A process-based approach to events management with proven system and a CD with 30 templates to help you get started and makes your job easier.
- We teach you what you never learn in school but need to apply at work. You get to practise what you learned on the spot and be evaluated.
- Learn new trends and technologies not just from our trainers but from our guest speakers who are experts in their field.

- Coaching - A coach who can still guide you after the workshop as you work on your live projects.
- Online community of event managers with forum, blogs, and on-going articles of interest. You also get to network with Event Managers from other industries.
- We can provide you with live on-the-job training opportunities with our on-going events. You will get EventsMastery's Certificate to show that you have attended this course.
- Option to get a UK-based professional certification as "Certified Event Manager" provided by International Professional Managers Association, IPMA, UK.

Other Clients

Over 100 companies have benefitted from the public workshop, including...

- Maybank
- Kuala Lumpur Stock Exchange
- Malaysian Institut For Nuclear Technology Research
- HSBC Bank Malaysia Bhd
- Institut Jantung Negara
- Sarawak Tourism Board
- Composites Technology Research Malaysia
- Magnum Corporation Berhad
- RIIM
- SEDC Sarawak
- Expoland Exhibition
- Road Engineering Association of Asia and Australia
- Malaysia Lng Sdn Bhd
- Ingress Precision Sdn Bhd
- Dynasty Hotel Kuala Lumpur
- Permodalan Nasional Berhad
- Asean Bintulu Fertilizer
- Agfa (ASEAN) Sdn Bhd
- B.Braun Medical Industries
- Berjaya Vacation Club Berhad
- Cahya Mata Sarawak Berhad
- CNI Enterprise (M) Sdn Bhd
- Dewan Filharmonik Petronas
- German Malaysian Institute
- Hotel Grand Continental
- IIUM Holding Sdn Bhd
- Institute Bank Bank Malaysia
- International Centre For Leadership in Finance
- Kumpulan Perangsang Selangor
- Labuan Reinsurance (L) Ltd
- Leo Burnett Advertising
- Pengurusan Danaharta Nasional Berhad
- NEC Computers (M) Sdn Bhd
- Peremba Construction

- Petronas Carigali Sdn Bhd
- Petronas Research & Scientific Services Sdn. Bhd.
- Proton Edar Sdn Bhd
- Samsung Electronics
- Sime Darby Berhad
- Tetra Pak Malaysia & Singapore
- Universiti Malaysia Sabah
- Conceptual Events Asia Sdn Bhd
- Travel Tales (M) Sdn Bhd
- UMW Toyota Motor
- Worldfish Center
- Motorola Multimedia Sdn Bhd
- Pen Expo Events
- Pen'ads (M) Sdn Bhd
- Health Sense Sdn Bhd
- Takaful Ikhlas Sdn Bhd
- RHB Investment Bank Bhd
- Technology Park Malaysia Corpn Sdn Bhd
- Indah Profiles Sdn Bhd
- Multimedia Development Corpn (MDeC) S/B
- UUM
- Conceptual Events Asia Sdn Bhd
- Sin Chew Media Corporation Bhd
- Conceptual Events Asia Sdn Bhd
- Indah Profiles Sdn Bhd
- JDW Technologies
- Alcon Laboratories (M) Sdn Bhd
- Telekom Malaysia Bhd
- Permodalan Nasional Berhad
- Sime Darby Travel Sdn Bhd
- FCI Asia Pte Ltd
- Musfada Enterprise
- British American Tobacco (M) Bhd
- Malaysian Institute of Accountants
- Multimedia Development Corpn (MDeC) S/B
- and many more...