

Advanced Diploma in Events Management

OVERVIEW

The Advanced Diploma in Events Management is focused on the latest trend and development in the event industry. It helps the students to gain theoretical, practical knowledge, management skills and experience of the best industry practices to professionally manage events in a variety area, as well as a service innovation mindset, adding further to their careers in this event industry

PROGRAMME OBJECTIVES:

The course also helps students acquire knowledge and skills up to professional level, strengthening their understanding of what makes an event successful and includes aspects of creation, design, planning, digital, innovative marketing, bid projects, operations, human resources, risk management, implementation and evaluation. It is also focused on nurturing and providing various opportunities to sharpen their creative thinking, problem-solving techniques, and other generic skills.

ASSESSMENT METHODS:

Combination of Coursework & Examination

NUMBER OF MODULES:

8

PROGRAMME OUTCOMES:

Classroom Training Hours: 30 Hours Per Module

TOTAL CONTACT HOURS

210

MODULE SYNOPSIS

AD511 Event Venue and Space Management

Events are part of a booming industry that continues to grow both domestically and internationally. This increase in popularity has attracted larger investors, both public and private, invest resources in a major event and leisure facilities, and the event managers of such facilities and events must be cognisant of particular features, management issues, current practices and trends. As events grow in popularity, attendances also increase and lead to larger and more diverse attendees, making crowd management and crowd control a necessary and integral part of the planning process for any event. As an event manager, it is crucial to learn many facets of managing an event from marketing and ticketing to evaluation, planning, management, and operation of space at venues for sport, recreation, events and facilities management. Students may also examine a variety of events operations such as indoor stadiums, athletic field complexes, managing recreation, intramural activities, live event, etc.

PROGRAMME OUTCOMES:

Upon completion of the programme, the learners will be able to:

- develop an understanding of the fundamental concepts in event management;
- develop a good analytical ability in event operation
- improve communication skills
- identify the challenges of customer service and recommendations to improve the services
- demonstrate interpersonal, self-study, research and presentation skills through the course
- have adequate preparation for their careers or further studies in event management area.

KEY FEATURES:

The course has been developed to focus on:

- develop analytic, problem solving and interpersonal skills preparing them for a lifetime of continuing professional development
- develop a range of transferable skills in such areas as problem-solving, communication, project management, working individually and in teams as well as self-management and the ability to gather, synthesise, evaluate and reflect on information from relevant sources for excelling in a supervisory position in the event world
- prepare students for a range of event-related careers, either nationally or internationally.

AWARDING BODIES:

Global School of Technology and Management

This module, through the analysis and application of specific management strategies and skills, both strategic and operational, and through close involvement with a selected major event, aims to provide knowledge and skills of facility and event management. Besides, the student will have the opportunity to plan and prepare a major event (e.g. Sport, Live Event, Festival, Fair, Trade show or a half-time show), to include hand-on opportunities to administer, organise, direct personnel, fundraise, market and carry out of it. The principles and concepts that the students learn will be transferable to many of the 'productions' that they might be responsible for as an event manager for a venue, an artist, or a sports team.

AD505 Managing Organisation and Human Resource

Managing Organisation and Human Resources is essential to an organisation's success. It involves understanding the fundamental of people practices that influence the employee's behaviour, attitudes and performance.

AD512 Sustainable Design and Creativity for Events

Sustainable design and creativity for events have become increasingly important to the public and event organisers and owners. Event attendees and participants are very aware of the potential for major events to cause adverse environmental impacts such as pollution, damage to ecosystem and waste. Factoring environmental considerations into the planning and delivery of an event shall part of the strategic and theoretical foundation needed for successful and sustainable events planning, as well as an understanding of the wider event landscape where various micro and macro factors affect both the internal and external event environment, but also makes good business sense.

The module requires students to design and pitch an event idea. It is enabling students to explore principles and theories associated with event experience design and management, giving students a critical understanding of how individual event elements work together to create a seamless, coherent event design.

AD513 Law, Operations and Logistics for Festival and Live Events

Singapore hosts a broad range of festivals and live events, making it the perfect location to study planning and management of events law, operations and logistics. The operation of the event is the support structure for the overall of the staging or production and must be quality expected by the customers and the stakeholders.

This module will enable students to gain an understanding of key practical elements of event management principles, logistics of project sites, human management, financial, risk time, transport and time management, required to control and budget all aspects of event logistics. Students learn all the key elements such as legislation, logistics, contract, licensing agreement, budget overview, risk management, human management, crowd control and management, health and safety regulation, planning schedule are essential key success and issue associated with event planning and implementation.

AD514 Event Innovation Project

Innovation is fundamental to all event. It is greatly depending on having good ideas, having the capacity to develop, manage and present them. Innovation becomes meaningful when it is managed effectively to produce some form of economic, social or political benefits.

AD515 Digital Futures for Events, Marketing and Communications

The rapid growth of events industry, including sports, festivals, meetings, conferences, exhibitions, incentives, and a range of other events make a significant contribution to the business and economics of the countries. With increased regulation and the growth of government and corporations involved in events, the environment has become more and more complex to manage.

Event Managers are now required to identify and service a wide range of stakeholders and balance their needs and objectives. It is crucial for them to plan ahead of execution and with anticipated results. An attractive marketing communication platform is a crucial part of building a brand-consumer relationship and the success of the event. Digital media created new opportunities for producing diverse performance and emerged innovative forms of event marketing such as Alternative Reality Games (ARG), Branded Pranks, Pop-up Shops, Flash Mobs, Street Games etc. In a few years, event marketing and digital events became an attractive communication platform (alternative to traditional platform) including we might see events where physical attendees and digital participants leverage technology to mingle - facilitated.

This module is essential to deepen student's knowledge and skills in exploding their repertoire into digital events, marketing and communication tools in applying the conceptual framework, tools and techniques, and step-by-step approach relevant to the event industry.

AD507 Managing the MICE Industry

The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities. It focuses on the principles, practices and critical success factors of meetings, incentives travel, conventions and exhibitions. It was essential to evaluate the needs and the management processes to ensure the successful organisation of such events.

ADIA508 Industry Attachment

Industrial Attachment is an important aspect and a component of a students' development. As part of the course curriculum, students are expected to undertake a 24 weeks/ 6-month industrial attachment in the related industries. Students will take an internship programme with hotels, resorts or any other related tourism/hospitality businesses as related to their interest or area of specialisation.

The learning objective of the Industrial Attachment is to help students:

- Contributing to local industry and developing work-based skills in the workplace environment improve the right kind of work attitude and professionalism so the student can become effective and productive in their future organisations, much sooner than is usual for fresh graduates without such experience.
- enhancing the classroom learning experience through involvement in industrial and commercial exposure
- enabling students to relate theoretical concepts with practical situations
- Improve student's cross-cultural communication skills be able to adapt quickly and effectively to working life upon graduation from GSTM.

GSTM will facilitate in the arrangement and process of student's entire Industrial Attachment. Industrial Attachment applies to all students.

ADIP509 Industry Project

Industrial Attachment is an integral part of the course. In the unlikely event that a student cannot be placed for Industrial Attachment, due to circumstances beyond the control of the student or the college, like non-approval of the Training Work Permit by Ministry of Manpower, the student will be required to complete an Industrial Project (5000 words) under the supervision of a lecturer from GSTM.

The industrial project (5000 words) topic must be relevant to the tourism/hospitality industry and approved by the school. Students have a maximum of 2 months to complete the project after approval. The Industrial Project provides an opportunity for students to integrate their knowledge through application to a practical based classroom project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunity of an organisation.