



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute For Tourism Studies



Executive Certificate in

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MANAGEMENT*

6 - 9 May 2008

Registration Deadline: 30 April 2008



Pousada Conference Room, Institute For Tourism Studies (IFT), Colina de Mong-Ha, Macao



## Build your career in the exciting world of Macao events . . .

Macao is becoming a world leader in the creation and delivery of major events. Each year, more and better convention, exhibition and entertainment facilities are being built, enabling it to play host to hundreds of international and national sporting, entertainment and business events. The Beijing Olympics, increasing tourism to Macao, and the globalisation of events are creating unprecedented demand for information and skills in current industry best practice. Take this Executive Certificate in Events Management and be the leaders in this MICE renaissance in one of Asia's major event cities.

## About the programme

The programme is designed to provide key skills and knowledge associated with the creation and delivery of corporate, private and public events (e.g. product launches, conferences, functions, fundraising events, parties, weddings, festivals, street parades, fairs and sporting events). It is now taught in 7 locations around the world including London, Sydney, Auckland, Kuala Lumpur and Singapore. It has been receiving good response from international event professionals. Participants completing the programme will receive a certificate jointly awarded by the Australian Centre for Event Management (ACEM), University of Technology, Sydney and Institute For Tourism Studies (IFT).

## Who is the programme for?

- hotel/resort based event coordinators;
- exhibition organisers;
- festival organisers;
- conference/meeting planners;
- sport event managers;
- wedding planners;
- special event organisers;
- event management company owners / executives;
- government event planners/coordinators;
- corporate in-house event managers.

## Programme Structure

### Introduction

- Introduction and programme overview
- The event management process
- Introduction to the events industry

### Planning

- Establishing the event purpose and setting event objectives
- Initiating new and existing events
- Creating the event concept
- Budgeting

### Project Management

- Event project management
- Managing the event team
- Venue or site selection and design
- Theme performance and staging

### Marketing

- Event marketing
- Sponsorship and events

### Risk Management

- Managing risks at events
- Managing event suppliers
- Monitoring and controlling the event management process

### End Process

- Event shutdown
- Event evaluation
- Event case study

## Programme Fee

- **MOP9100 for non-Macao ID-holders**
- **MOP7100 for Macao ID-holders**

This fee includes:

Tuition, course materials, morning/afternoon tea, lunch, and a pre-EDP cocktail evening.

## Inquiry

For more information, please direct your enquiry to:

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## Who is leading the programme?



**Johnny Allen, AM**  
**Acting Director**  
**Australian Centre for Event Management**

**Johnny** is the Foundation Director of the Australian Centre for Event Management and an adjunct lecturer at the School of Leisure, Sport and Tourism, University of Technology, Sydney. Johnny has over 30 years' experience in the field of event management during which time he has been involved in the development and delivery of well over 1000, public and private events ranging in scale from a few hundred people to large outdoor celebrations approaching 250,000 attendees. Prior to joining ACEM, Johnny was employed as Special Events Manager for Tourism NSW and Special Events Manager for the Darling Harbour Authority in Sydney. He is the patron of the Festival and Events Association of Australia (and the first person to be inducted into its Hall of Fame), a co-author of the texts, *Festival and Special Event Management* and *Regional Event Management Handbook* and a sought-after consultant to both government and event management companies. In 2007, Johnny was awarded the Order of Australia for his services to the event industry and event education in Australia.



**Warwick Hamilton**  
**Associate**  
**Australian Centre for Event Management**

**Warwick** created EVENTS UNLIMITED INTERNATIONAL in 1987 and since then has coordinated and managed spectacular events in Australia and worldwide ranging from a black tie, outdoor Symphony Concert for 10,000 guests (in a paddock!) to a stunning reception in a 2000 year old underground water cistern for a UN delegation in Turkey. Also included are televised gala nights such as The Miss Australia Awards to fun filled 'Murder Mysteries' over dinner, as well as from complex product launching road shows to very different corporate team building challenges – to name but a few! Internationally, he has taken large Australian company groups to CeBIT in Germany — the World's largest Information Technology Expo (7000 exhibitors and 800 000 visitors over 7 days) and represented Australia at HABITAT II (a major UN exhibition in Istanbul). Warwick has served with many organisations in the MICE industries, including the Canberra Visitor and Convention Bureau and the Meetings Industry Association of Australia, the Exhibition and Events Association of Australasia, the Faculty of Business, University of Technology, Sydney (UTS); and the New South Wales Technical and Further Education system.



*Case Facilitator*  
**Eric Chang**  
**Associate**  
**Institute For Tourism Studies**

**Eric** has had 25 years of industry experience in tour operations, Government Tourist Office, sales and marketing, products development, destination & event management, conference organising. He has organised, among other events, the 4,500-person JCI ASPAC conference 2005. He is now the executive director of several companies, including Motivation Destination & Events Management Ltd, C&E Conference & Exhibition Management Ltd, Air Cruise Travel Ltd, and Motor Action Rent A Car Management Ltd. He teaches event management at the Institute For Tourism Studies as a part-time lecturer.

## About the organisations behind the programme



### **INSTITUTE FOR TOURISM STUDIES**

The Institute For Tourism Studies (IFT) was established in 1995 and is the only public institution of higher education in Macao dedicated to offering degree and professional training programmes in tourism and hospitality management.

The mission of IFT is to become the higher education institution of choice for students of tourism and hospitality. IFT equips students from Macao and the Asia Pacific region with professional knowledge and technical competence in preparation for their future leadership roles. IFT works with many international and regional organisations, including the Asia-Pacific Education and Training Institutes in Tourism (APETIT), the Pacific Asia Travel Association (PATA), United Nations Educational, Scientific and Cultural Organisation, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), the Asian Academy for Heritage Management (AAHM), and the Association for Tourism and Leisure Education (ATLAS). Amongst IFT's many achievements is its receipt of a PATA Gold Award for "Education and Training", and its certification as a centre for excellence in tourism training by the World Tourism Organisation. More about IFT is available on [www.ift.edu.mo](http://www.ift.edu.mo).

### **THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT, UNIVERSITY OF TECHNOLOGY, SYDNEY**



The Australian Centre for Event Management (ACEM), University of Technology, Sydney was founded just prior to the successful delivery of the Sydney 2000 Olympic Games. ACEM's mission is to provide training/education, research and consultancy services to the event industry. Since its establishment, ACEM has become a world leader in the field of event management education, delivering training programmes both within Australia (Brisbane, Melbourne, Alice Springs, Sydney and Perth) and internationally (London, Beijing, Edinburgh, Kuala Lumpur and Kuching). These programmes range from Executive Development Programmes to Masters Degrees in Event Management. ACEM's success as a global leader in event management education is underpinned by its staff. Their experience spans both the areas of corporate and public event management, with events they have conducted ranging in scale from the opening and closing ceremonies of the Olympic Games to product launches and association conferences.

To support its programmes, ACEM has developed one of the field's most referred-to texts: Festival and Special Event Management. This book (now in its third edition) has been translated into a number of languages including Chinese, Korean and Portuguese.

For further information regarding ACEM and its activities please refer to [www.acem.uts.edu.au](http://www.acem.uts.edu.au) or e-mail your enquiry to [acem@uts.edu.au](mailto:acem@uts.edu.au).