



MARKETING
INSTITUTE OF
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Training Centre

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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE LAUNCHES
EXECUTIVE CERTIFICATE IN EVENT MANAGEMENT
In Collaboration with the Australian Centre for Event Management,
University of Technology Sydney**

Singapore, 22 March 2010 - The Marketing Institute of Singapore is proud to present the Executive Certificate in Event Management in collaboration with one of the world's leading event management training bodies, the Australian Centre for Event Management (ACEM), University of Technology Sydney.

This four-day programme is designed to equip people already employed within the industry (e.g. corporate in-house event managers, festival organisers, government event coordinators, parade directors, exhibition organisers) and those who are keen on launching careers in the event management field with the necessary skills and knowledge associated with the planning and delivering events of all types (e.g. exhibitions, conferences, festivals, seminars, sporting events). The course content is based on a survey of over 100 practicing event management professionals and is design.

'The MICE industry is one of the fastest growing sectors of Singapore's economy and as such offers an ever increasing range of employment opportunities. To develop a career in this sector, individuals need to possess a range of skills and knowledge specific to the area. It is no longer a case of simply learning on the job, employers are looking for people who can 'hit the ground running'. The Executive Certificate in Event Management is designed to provide its participants with the capacity to do this. In addition to gaining valuable insights into the planning and delivery of events, participants will also be awarded a joint certificate from the Marketing Institute of Singapore and the Australian Centre for Event Management, University of Technology Sydney,' remarked Mr Jeffrey Gomez, Director of Membership and Executive Development Services at the Marketing Institute of Singapore.

'ACEM has established a global reputation for excellence in event management education having delivered courses in some of the event capitals of the world including Edinburgh, London, Beijing, Singapore, Auckland, Taipei, Sydney, Melbourne and Macau. Additionally its staff are the authors of one of the most widely used texts in the field (*Festival and Special Event Management*) which has been translated into a number of languages including Chinese, Portuguese and Korean. ACEM also

conducts an international conference for event managers on a biennial basis. Participants of this short four day course will be joining over 5000 other graduates of this specialised program' affirmed Dr Rob Harris, Director of the ACEM.

Dr Rob Harris, along with Mr Johnny Allen, the Associate Director of the ACEM will be conducting the four day programme, which will cover topics such as: event planning; venue selection, layout and design; theming and staging; event marketing; event budgeting; event evaluation; supplier management; event concept development; sustainability and events; controlling, monitoring and shutting down events. The course is expected to run twice a year at the Marketing Institute of Singapore office at Anson Centre, Anson Road with a networking session scheduled for the evening before the programme commences.

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About 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 quality education, research and consultancy services to the event industry. ACEM has delivered training sessions ranging from Executive Development Programmes to Masters Degrees in Event Management within Australia and internationally in London, China, Scotland and Malaysia.

For further information about ACEM and its activities, please visit www.acem.uts.edu.au or email your enquiry to acem@uts.edu.au.

About the Marketing Institute of Singapore

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfill its vision of 'Creating Marketers'. For more information on the Institute, please visit www.mis.edu.sg.

For more information on the programme or to arrange media interviews, please contact Shevonne Ang at (65) 6411 1715 or shevonne.ang@mis.edu.sg.