

events management



Undergraduate, Professional &
Postgraduate Courses in Events
Plus Research, Consultancy
& Industry Development

Leslie Silver International Faculty



UK Centre
for Events
Management

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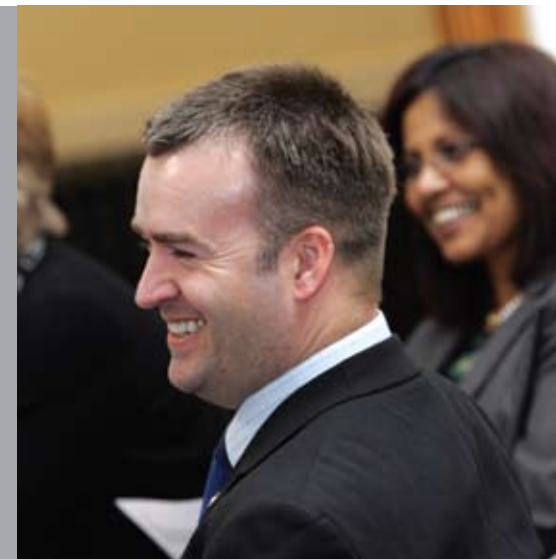
WELCOME TO THE UK CENTRE FOR EVENTS MANAGEMENT

The UK Centre for Events Management is at the forefront of the events industry and has an outstanding reputation for being the most innovative and successful provider of events education in the country. Our ground-breaking partnerships and academic contributions ensure that after 14 years in events management, we remain the market leader.

The events industry is exciting and dynamic and we set out to provide our graduates with the detailed knowledge required to work in this sector. Many of our students graduate with excellent work experience, accrued during their work placement year and through work-modules, where they deliver real event solutions for real clients.

Our courses offer an exciting exploration of the world of events – from large-scale sporting events like the Olympics and the World Cup through to festivals, product launches, weddings, conferences and exhibitions. The diverse nature of the events industry offers endless possibilities and our courses will give you the necessary expertise to execute events of the highest quality.

The scope and size of the events industry means that there are excellent career prospects in the sports, arts, music, conference, festivals, exhibition and charity sectors, as well as opportunities in institutions, agencies and the corporate



sector. An increasing number of our graduates are also setting up their own successful events businesses

I hope that our distinctive courses meet your needs and I look forward to welcoming you to the UK Centre for Events Management at Leeds Met.

Glenn Bowdin
UK Centre for Events Management

WHY CHOOSE US?

CENTRE FOR EXCELLENCE

The UK Centre for Events Management has a world-class reputation for offering the highest standards of education in events management. In recognition of this, in 2009 we were awarded the first Centre for Excellence in Event Management for the Yorkshire and Humber region by the National Skills Academy for Sport and Active Leisure.

LEARN FROM THE BEST

Not only were we the first university to offer the Events Management degree course, but many of our staff are authors of the core text books that are used by the other universities who offer events courses. By choosing to study at Leeds Met you will learn from the market leaders and benefit from the wealth of experience we have to offer.

THE CITY OF LEEDS

Leeds is the hub of entertainment in the North and is the perfect place to study events management – boasting over 200 bars and restaurants, live music venues and large nightclubs; a wide selection of galleries, museums and theatres; world-class sports venues – and shopping for every budget!



HEADINGLEY CARNEGIE STADIUM – OUR NEW HOME FROM 2010

World famous Headingley Carnegie Stadium has plenty to offer. Rugby Super League team the Leeds Rhinos, union team Leeds Carnegie and Yorkshire County Cricket Club all share it as their home, and soon we will do much of our teaching from the new Carnegie Pavilion. Opening in September 2010, the world-renowned sports venue will be the new home of events management providing you with the unique opportunity to experience first-hand the operational management of major national and international events.

EVENTS SOCIETY

The Events Society is a new initiative run by students for students. The aim of the society is to ensure Leeds Met events management students remain the most employable graduates in the events industry. The society offers training and networking opportunities, as well as the chance to gain valuable work experience on a wide range of projects and events internal and external to the University. For more information visit www.eventsociety.co.uk

WORLD CLASS SPORTS FACILITIES

Leeds Met is known for its outstanding sporting facilities and whether you want to play sports for recreation, compete for the University or simply improve your fitness, we have the facilities to suit you.

Our main sports facilities are at our Headingley Campus, where you'll find: Carnegie Regional Gymnastics and Tennis centres, squash courts, 21 metre swimming pool, athletics track, floodlit synthetic turf pitches, a dance studio and fitness suite. You can access all this for just £100 per year (2009/10 price). You won't find better value anywhere else.

24 HOUR LIBRARY SERVICE

We want you to be able to work when it's best for you – so our libraries open 24 hours a day, 7 days a week throughout the year. If you want to study at 3am on a Sunday morning, you can! In addition to books, journals and other paper based resources, you'll also find IT facilities, audio-visual and media editing facilities, student meeting rooms and a wireless network.

ON-LINE RESOURCES

Our Student Portal provides access to university information over the internet. You can access our facilities and services whilst at work or home at any time of the day. You can find lecture notes, course material, online help and support through our X-stream service.

VISIT OUR WEBSITE

Visit www.leedsmet.ac.uk/ukcem to catch up on the latest news and events from the UK Centre for Events Management. You can see first-hand what our students and staff are getting up to and see what life will be like when you start your course – also look out for information on our Applicant Open Days.

UNDERGRADUATE COURSES

Our undergraduate courses are designed with industry experts to ensure that you are equipped with not only the latest industry knowledge, but also the practical skills you need for rapid career progression within this competitive and exciting environment.

QUALIFICATIONS AVAILABLE

Foundation Degree Special Events Planning
 HND Events Management
 BA (Hons) Events Management
 BSc (Hons) Sports Events Management
 BA (Hons) Events Management & English as a Foreign Language
 BA (Hons) Events Management & German

ENTRY REQUIREMENTS

Please see course details on our online prospectus: <http://courses.leedsmet.ac.uk>

ASSESSMENT METHODS

A variety of assessment methods are used across our courses including reports, presentations, pitches, essays, events, exams, web-based materials and reflective journals.

CAREER OPPORTUNITIES

Today there are few more exciting, challenging and varied career opportunities than those in the events industry. Our courses will enable you to take on a wide range of management roles in the sports, arts, music, conference, exhibitions, and charity and fund raising sectors. There are also opportunities in film and music festivals, product launches, awards ceremonies, weddings, parties, institutions, agencies, the corporate sector and many other events organisations around the globe.

The industry recognises that the UK Centre for Events Management is one of the world's leading providers of events management education and many Leeds Met graduates are employed by major players in the industry.

Alternatively you can continue your academic career and study a specialised events postgraduate course.

FOUNDATION DEGREE SPECIAL EVENTS PLANNING

(Full-time)

In the events industry there is a growing need for organisers of special events, which include not only celebrations of births and marriages, but also parties marking rites of passage in various cultural contexts, and events focused on achievements such as graduations and anniversaries.

This vocational course has been developed to meet the demands of the market. Through studying it you will develop a greater understanding of the sector, as well as the technical knowledge and skills you need to deliver specialist events. Upon successful completion you can begin your career in events planning, or continue with one of our excellent top-up degrees (see page 14 for further information).

MORE ABOUT THIS COURSE

This qualification provides you with an opportunity to develop sound organisational and business skills, as well as an in-depth awareness of the industry. You will also acquire highly developed skills and attributes, such as creativity, innovation, client management and problem solving.

KEY FACTS

UCAS code: N827 FdA/SEP
 Place of study: Headingley Campus
 Start date: September
 Length of study: Full-time 2 years, part-time 4 years.

LEVEL 1	LEVEL 2
Compulsory Modules	
<ul style="list-style-type: none"> Event company finance Celebration & culture Event planning process Events law & support services Themed events Events placement & skills part A Events workplace learning part A Option module 	<ul style="list-style-type: none"> Human resource management Operations & project management Special event planning & delivery Events stakeholder behaviour Events law & administration Events placement & skills part B Events workplace learning part B Option module
Option Modules	
<ul style="list-style-type: none"> The event environment Management in event organisations Event marketing activities Applied technology for events Language & culture (usually French, German or Spanish) 	<ul style="list-style-type: none"> Events management project Website design & development Small business development Managing nightclub entertainment European business practice & culture Language & culture

HND EVENTS MANAGEMENT

BA (HONS) EVENTS MANAGEMENT (FULL AWARD) (LEVEL 3 TOP-UP)

(Full-time, part-time or sandwich)

Talk to anyone in the events industry and they will tell you that nothing compares to the buzz of a successful event. The feeling comes from seeing your ideas in practice, watching your clients enjoy the occasion and appreciating the first class service your team has delivered.

From the business sector to the music industry, from politics to sport and from celebrations to cultural festivals, everyone is holding events, and the UK Centre for Events Management will enable you to become an effective professional in this competitive sector.

MORE ABOUT THIS COURSE

You will acquire the essential skills and knowledge needed to be a successful events manager. Option modules and assignments will give you the scope to specialise in areas of the industry that interest you, whilst guest speakers and field trips provide invaluable practical and personal experiences.

HND STUDENTS

The HND course comprises of the first two levels of the bachelors degree, as well as the opportunity to undertake a 48-week work placement. When you have successfully completed your studies you can begin your career in events management, or study for an additional year to gain any one of our excellent top-up degrees [see page 14 for further information].

KEY FACTS HND

UCAS code:	028N HND/Event
Place of study:	Headingley Campus
Start date:	September
Length of study:	Full-time 2 years, part-time 4 years, sandwich 3 years.

KEY FACTS BA (Hons)

UCAS code:	N820 BA/Events
Place of study:	Headingley Campus
Start date:	September
Length of study:	Full-time 3 years, part-time 6 years, sandwich 4 years. Level 3 top-up 1 year.

UNDERGRADUATE COURSES

LEVEL 1	LEVEL 2	LEVEL 3 (Full award and level 3 top-up)
Compulsory Modules		
<ul style="list-style-type: none"> • Management of event organisations • Event marketing activities • The event environment • Event planning process • Event law & support services • Event company finance • Work placement & skills part A • Events workplace learning part A (compulsory for full-time only) or option module 	48 WEEK WORK PLACEMENT	<ul style="list-style-type: none"> • Human resource management • Event stakeholder behaviour • Professional event solutions (PES) • Operations & project management • Event law & administration • Event production • Work placement & skills part B • Option module
Option Modules		
<ul style="list-style-type: none"> • Celebration & culture • Themed events • International sports events • Business & management of sports events • Conference & meetings planning • Applied technology for events • Language & culture (usually French, German or Spanish) 	48 WEEK WORK PLACEMENT	<ul style="list-style-type: none"> • The strategy process in events • Event marketing communications • Event financial management • Event venue environment • Managing the event workforce • Individual project (double module) • Option module
<ul style="list-style-type: none"> • Festivals management • Special events planning & delivery • Sponsorship & partnerships • Events security & close protection • Sport policy & funding • Small business development • Corporate hospitality & conferencing • Media, broadcast & public relations • Website design & development • Events management project • Events workplace learning part B • Language & culture 		<ul style="list-style-type: none"> • Conference & exhibition production management • Innovative fundraising techniques • Strategic sports events planning • Managing partners & clients • Trends & contemporary issues in events • Responsible events management • Computer-assisted design for events • Event sponsorship strategy • Entrepreneurship & business development • Event risk management • Language & culture

BSC (HONS) SPORTS EVENTS MANAGEMENT (FULL AWARD) (LEVEL 3 TOP-UP)

(Full-time or part-time)

Sports events are renowned for attracting large crowds, media attention and considerable corporate investment. In recent years their true value has been recognised as they have become an integral element of regional development strategies in the UK and abroad.

This innovative course is one of the first of its kind, giving you a thorough working knowledge of the intricacies of sports event planning and helping you to develop your understanding of the specialist skills required for this multi-million pound sector.

MORE ABOUT THIS COURSE

This highly regarded qualification provides an opportunity to develop sector-specific knowledge as well as sound organisational and business skills. This course will give you an in-depth awareness of the industry, together with highly developed transferable skills and attributes, such as creativity, innovation and problem solving, all of which are prerequisites in the sports events sector.

KEY FACTS

UCAS code:	N822 BSc/SEM
Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 1 or 2 years.



Alison Giles
BSc (Hons) Sports Event Management
Graduate now working for Rugby Football League

"The teaching staff are an inspiration, and have really helped me develop the knowledge and experience I needed to get ahead in my career. With their help I've developed my skills and confidence which no doubt helped me secure my role at RFL."

LEVEL 1	LEVEL 2	LEVEL 3 (Full award and level 3 top-up)
Compulsory Modules		
<ul style="list-style-type: none"> Event planning process Event law & support services Event company finance Event marketing activities International sports events Sport business & management Events workplace learning part A Option module 	<ul style="list-style-type: none"> Event law & administration Event production Human resource management Media, broadcasting & public relations Sport policy & funding Corporate hospitality & conferencing Events workplace learning part B Option module 	<ul style="list-style-type: none"> The strategy process in events Event sponsorship strategy Event risk management Strategic sports event planning Event venue environment Individual project (double module) Option module
Option Modules		
<ul style="list-style-type: none"> The event environment Applied technology for events Conference & meetings planning Language & culture (usually French, German or Spanish) 	<ul style="list-style-type: none"> Event stakeholder behaviour Professional events solutions (PES) Operations & project management Website design & development Events management project Events security & close protection Sponsorship & partnerships Small business development European practice, business & culture Language & culture 	<ul style="list-style-type: none"> Events marketing communications Entrepreneurship & business development Event financial management Managing partners & clients Managing the events workforce Responsible events management Computer-aided design for events Trends & contemporary issues in events Language & culture

BA (HONS) EVENTS MANAGEMENT & ENGLISH AS A FOREIGN LANGUAGE*

(FULL AWARD) (LEVEL 3 TOP-UP)

BA (HONS) EVENTS MANAGEMENT & GERMAN*

(FULL AWARD)

(Full-time)

These courses combine the study of events management with German or English as a Foreign Language (EFL), and will give you the necessary skills and knowledge to work across different countries and cultures.

The events management modules will provide you with an understanding of the industry and the skills required to manage events, together with general business knowledge. There is a practical element of the course where you will have the chance to plan and deliver a real event.

The language modules will develop your practical language skills and understanding of the business environment, history, politics, culture and current affairs of the country whose language you are studying.

MORE ABOUT THESE COURSES

You will also experience an exciting period abroad studying or working as a language assistant or in an events organisation. This is optional for EFL students. If you have a HND qualification, or have accumulated significant industry experience, you can study Events Management & EFL as a top-up degree and enter at level 3.

*subject to approval

KEY FACTS Events Management & EFL

UCAS code:	TBC
Place of study:	Headingley Campus
Start date:	September
Length of study:	Full-time 3-4 years. Level 3 top-up 1 year.

KEY FACTS Events Management & German

UCAS code:	TBC
Place of study:	Headingley Campus
Start date:	September
Length of study:	Full-time 4 years.

UNDERGRADUATE WORK EXPERIENCE

Gaining relevant work experience is critical in establishing your future career, so we have ensured that it is an integral element of this course. You will engage with industry many times through your placement year, our Professional Events Solutions (PES) module and working with our many partners.

WORK PLACEMENT PASSPORT

Students who do not have experience of working in the events industry are encouraged to undertake a 48-week work placement, which will begin immediately after the completion of level 1. The entire placement can take place with one company, or can take the form of a series of shorter work placements as part of our PASSPORT scheme. Most students find this to be an important part of their degree, as it gives them invaluable work experience for their future careers.

Many placement opportunities are salaried and with support from our Placement Office you can choose to work in the UK or overseas. The flexibility provided by our PASSPORT scheme means you are able to break your placement down into bite-sized pieces and take advantage of our many work and volunteering opportunities to gain a broader knowledge of the events industry.



Heather McMillan
BA (Hons) Events Management

"I thoroughly enjoyed my placement at Live Nation, an international music promotions company. I took on many varied roles in the office and on-site at music festivals and this experience has given me a good boost into the events industry. The contacts I have made will definitely help me when I graduate."

PROFESSIONAL EVENTS SOLUTIONS (PES) MODULE

As part of their studies, level 2 events management students take part in the Professional Events Solutions (PES) module. This module tasks students with undertaking real event management projects for real clients – using the knowledge gained in their placements to devise, create and deliver innovative event solutions to meet their client's needs.



Becky Hughes
Course Representative
BA (Hons) Events Management

"I chose to do the Events Management course at Leeds Met because it offered the Professional Events Solutions (PES) module. I couldn't find another university that offered direct practical experience with real clients, and I really wanted the autonomy to run my own event – where success or failure was entirely down to me!"

We were lucky enough to be tasked with designing and managing a special student event as part of the Carnegie Celtic Festival. As a result we put on 'Celt Fest' a brilliant evening of Celtic music (including a U2 tribute band!) in Leeds O'Neills Bar. Through intensive promotion our event attracted over 200 students, and both my group and our clients were delighted. The module is definitely challenging, but given some clear planning and hard work it was also lots of fun!"

VOLUNTEERING

Events students often volunteer for Leeds Met partners Festival Republic, where previous students have been able to work backstage at Latitude and Leeds Festivals. UK Centre for Events Management staff and the student-led Events Society, also have a wide range of events that you can work and volunteer for.

Leeds Met also offers students the chance to take part in international volunteering projects in thirteen countries across five different continents.

To fund our volunteering initiatives, participating students engage in many fund raising activities for projects they will be working on. This sees some excellent events management opportunities arising – including organising cake sales, dragonboat races, 1,000 kilometre cycle rides and charity abseils. To find out more about International Volunteering visit www.leedsmet.ac.uk/volunteering

MEET OUR UNDERGRADUATE STUDENTS



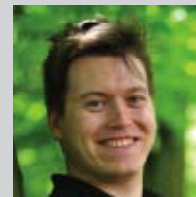
Sarah Cave
HND Events
Management

"I knew at school that I wanted to manage events for a living, and since studying here I've gained so much knowledge and experience – both during my course and through my placement with 'Rock Events' in Leeds.

During my placement I was fortunate

enough to assist in managing fashion shows, TV awards and private parties – including Elton John's white tie ball. I have continued to work part-time for Rock Events and have been offered a position on the completion of my studies.

I am still eager to go on to do the full BA (Hons) degree in Events Management as there is still lots more to know!"

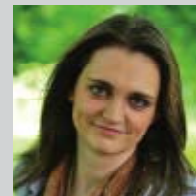


Tom Cowie
BA (Hons) Events
Management

"As a Recruitment Officer at Northampton University I was responsible for organising lots of Open Days, I realised that I had a flair for events organisation, so I took a leap of faith and followed my dream to Leeds Met to study on the best events course in the UK!"

I love my course because the option modules mean that I can cherry pick what I want to do – essentially I've tailor-made my course to fit my own career plans.

I'm now hoping to get into corporate events and eventually want to manage conferences and exhibitions – and with the expertise available from lecturers and the excellent partnerships with industry, I'm sure that will happen."



Claire Roberts
BA (Hons) Events

"I wanted to improve my knowledge of the events industry – so I looked around for qualifications that could help me and found Leeds Met, which really stood out as the best university for events courses.

I was also impressed with the placement opportunities on offer, and lucky enough

to find a brilliant 48 week placement with Logistik – a world class events management organisation based in Leeds. At Logistik, I was involved with the Mobo Awards, and a number of large music festivals. As I want a career in site-managing and producing large scale events, my placement gave me a great insight into what my future might hold. "

PROFESSIONAL COURSES

These level 3 courses, which run for one-year full-time or two-years part-time, are suitable for those with an HND and more mature students who have accumulated significant industry experience. They are designed to be flexible so you can continue to work while you study.

QUALIFICATIONS AVAILABLE

BA (Hons) Events Management (see page 6)

BA (Hons) Conference & Exhibitions Management

BA (Hons) Event Fundraising & Sponsorship

BA (Hons) Managing Cultural & Major Events

BSc (Hons) Sports Events Management (see page 8)

BA (Hons) Events Management & English as a Foreign Language (see page 10)

ENTRY REQUIREMENTS

Please see course details on our online prospectus: <http://courses.leedsmet.ac.uk>

CAREER OPPORTUNITIES

On graduating you will be equipped with the skills you need to undertake a wide range of roles in the sector. The industry recognises the UK Centre for Events Management as one of the world's leading providers of events management education and many Leeds Met graduates are employed by major players in the industry. Alternatively, you can continue your academic career and study a specialised events postgraduate course.



BA (HONS) CONFERENCE & EXHIBITIONS MANAGEMENT (LEVEL 3 TOP-UP)

(Full-time or part-time)

The multibillion pound conference & exhibitions sector encompasses everything from brand-building business events, to exhibitions such as The Boat Show, Clothes Show Live, and the Ideal Homes Exhibition, as well as trade and association exhibitions in the fields of law, accountancy and health. Government departments, charities, universities and hundreds of other organisations within the public and not-for profit sectors also have a huge demand for conferences and exhibitions. This course opens doors to thousands of employment opportunities in the UK and around the world.

MORE ABOUT THIS COURSE

Designed to help you build on your current qualifications and experience, this course will enable you to become an accomplished and successful manager with sought after skills that can be used in many areas – including the delivery of high-impact presentations and pitches, designing events and producing targeted business reports.

COURSE MODULES

- Strategy process in events
- Managing the event workforce
- Conference & exhibition production management
- Managing partners & clients
- Event venue environment
- Individual project (double module)
- Option module from an extensive range of options

KEY FACTS

UCAS code:	N823 BA/CEM
Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 1 or 2 years.

BA (HONS) EVENT FUNDRAISING & SPONSORSHIP (LEVEL 3 TOP-UP)

(Full-time or part-time)

Throughout the arts, heritage, sports and charitable sectors, qualified fundraisers are increasingly in demand as more and more public, corporate and voluntary organisations need to generate sponsorship and raise funds to make things happen.

This one year course is ideal if you are seeking to move into the dynamic fundraising and sponsorship sector, or are already working in this area and wish to improve your employment prospects.

Whether you want to raise or disseminate funds, this course will give you an all round perspective, teaching you everything from managing partners and clients to the latest techniques for fundraising and sponsorship.

MORE ABOUT THIS COURSE

Welcomed by the fundraising and sponsorship industries, this course provides an ideal opportunity to acquire the core skills necessary for a successful career in this field. Combining event and campaign management skills with specific

sponsorship and fundraising knowledge, students have the opportunity to develop into competent and confident individuals who are able to manage projects from inception, through fundraising and sponsorship negotiation, to client management and final delivery.

COURSE MODULES

- Strategy process in events
- Event marketing communications
- Event sponsorship strategy
- Managing partners & clients
- Innovative fundraising techniques
- Individual project (double module)
- Option module from an extensive range of options

KEY FACTS

UCAS code:	NN58 BA/EFS
Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 1 or 2 years.

BA (HONS) MANAGING CULTURAL & MAJOR EVENTS (LEVEL 3 TOP-UP)

(Full-time or part-time)

Cultural celebrations, festivals, concerts and parades can take place anywhere from established venues to green field sites, and this course has been designed to give you a strong understanding of the key issues affecting their staging, management and control.

To give you a good insight into this exciting industry this course will equip you with the skills needed to plan and coordinate the installation of a robust infrastructure (e.g. access roads, sanitary facilities, catering), that will cope with the influx of visitors, artists, exhibitors and the media to any given site or venue.

MORE ABOUT THIS COURSE

This course has been designed to help you top-up existing event-related qualifications or supplement other awards if you want to move into this exciting field. Welcomed and recognised by the industry, the course will enable you to develop into a confident and competent manager who can manage projects from inception, including event layout design, client management and final delivery.

COURSE MODULES

- Event risk management
- Managing the events workforce
- Event venue environment
- Trends & contemporary issues in events
- Strategy process in events
- Individual project (double module)
- Option module from an extensive range of options

KEY FACTS

UCAS code:	NN28 BA/MCME
Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 1 or 2 years.

MEET OUR PROFESSIONAL STUDENTS



Liz Carter
BA (Hons) Event Fundraising & Sponsorship

"Having worked in a variety of areas including HR, events and project

management, I was delighted to find out that my knowledge, work experience and involvement in local and national fundraising initiatives was enough to gain me a place on a top-up degree in Event Fundraising & Sponsorship.

Throughout my recent study at Leeds Met, I had the opportunity to take part in a huge variety of events and activities including volunteering in Indonesia, the Indian International Film Awards in Bangkok and managing a team of volunteers at Leeds Festival, all of which added a huge amount of value to my course.

I feel proud that I was able to motivate myself to study whilst working and I am certain that my future career will benefit. I would recommend anyone who wants a career in events to come and do a top-up course, you can study full-time or part-time and they are flexible enough to fit around your other commitments, such as family and work. It's really worth thinking about if you enjoy organising and thinking creatively, the skills you develop are highly transferable – a career in events management could be waiting!"



Myninh Do
BA(Hons) Conference & Exhibitions Management

"I am from Vietnam and studied hospitality in Switzerland where I spent one of my

placements working for a conference centre. I really enjoyed my work experience and wanted to learn more about the industry and top-up my skills in events management.

I chose the UK Centre for Events Management because it has a great reputation for the being the best place to study. The course is really up-to-date and practical and the tutors have real experience so you get a lot more than what you would get from reading a book. The other students, tutors and industry speakers provide amazing contacts which will definitely help me in my future career.

This course has given me lots of ideas for when I graduate. The possibilities are endless and studying at Leeds Met has helped increase the opportunities available to me."

POSTGRADUATE COURSES

Investing in a further year of study can make a big difference to your career prospects, and our stimulating postgraduate events courses will offer you the flexibility, knowledge and experience required to achieve your aspirations.

These courses are aimed at those with an undergraduate degree or professionals already working within the industry who wish to develop their careers. Applicants with other suitable qualifications and/or appropriate event experience will be considered and are encouraged to apply.

QUALIFICATIONS AVAILABLE

- PG Dip/MA Responsible Events
- PG Cert/PG Dip/MSc International Events Management
- PG Dip/MSc International Festivals Management
- PG Cert/PG Dip/MSc Sports Events Management
- PG Cert/PG Dip/MSc Events Management (distance learning only)

ENTRY REQUIREMENTS

Please see course details on our online prospectus: <http://courses.leedsmet.ac.uk>

HOW TO APPLY

To apply online visit <https://applyonline.leedsmet.ac.uk/main/login.htm> or contact our Course Enquiries team on 0113 812 6722 or email events@leedsmet.ac.uk

FEES & FINANCE

Tuition fees vary for UK, EU and international students. We advise that you check fees with us before applying for a course.

For more information visit www.leedsmet.ac.uk/study/pgfeesandfinance.htm

PG DIP/MA RESPONSIBLE EVENTS

(Full-time or part-time)

More than ever businesses and their clients are aware of environmental issues and their relationship with sustainability, competitiveness, ethics and policy. In November 2007 a new British Standard initiative was launched to make the events industry more environmentally responsible and to enable event managers to produce sustainable events.

This postgraduate course is ideal if you are looking to improve your events management skills in order to address future events in a sustainable and environmentally responsible way. Throughout the course, you will develop the skills, techniques and strategies to identify options for greater sustainability and to meet the challenges of balancing social, environmental and economic goals against other event objectives.

MORE ABOUT THIS COURSE

The course will be relevant for all types of events and events organisations and is intended to help you manage resources and activities in a more responsible way, continually improving performance and accountability, and producing events in an ethical manner.

COURSE MODULES

- Issues in the events industry
- Understanding knowledge creation in events
- Sustainability of resources & return on investment
- Leadership & organisational culture in events
- Events policy, politics & evaluation
- Experiential marketing
- Communication & behaviour
- Individual project
- Option module from an extensive range of options

KEY FACTS

Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 2 years.

PG CERT/PG DIP/MSC INTERNATIONAL EVENTS MANAGEMENT

(Full-time or part-time)

In our global economies, international events are becoming increasingly critical components of our social and cultural dynamics. Internationalisation is key if businesses are to compete and be successful in the ever-increasing global environment. In this context, event managers need to acquire the knowledge and skills to meet the demands of a highly competitive industry; to work with people in diverse cultural contexts; and to understand legal and political frameworks, risk management, protocols and strategic management across the globe.

This course will provide you with the knowledge and skills required to effectively and strategically operate on an international scale, promoting professional and personal development.

MORE ABOUT THIS COURSE

This course will help you address some of these challenges and function more effectively in larger, more complex environments so you can make a significant contribution to this demanding, vibrant, fast-paced and innovative industry.

COURSE MODULES

- Strategic management
- Issues in the event industry
- Impacts & risks in events management
- Operations & quality management
- Strategic financial management
- Business & association management
- Research methods
- Individual project
- Option module from an extensive range of options

KEY FACTS

Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 2 years.

PG DIP/MSC INTERNATIONAL FESTIVALS MANAGEMENT

(Full-time or part-time)

The festival sector has grown significantly in recent years and is increasingly recognised for its strategic importance in terms of economic, social and cultural development. Over the last six years there has been an increased focus on public policy across Europe, to develop festival activity and support tourism and community cohesion. This course will enable you to consider the contexts and range of festivals internationally, challenging you to explore the appropriateness and authenticity of festivals in their roles as historic displays, cultural spectacles and economic drivers.

MORE ABOUT THIS COURSE

The range and diversity of festivals, from independent to civic, from community to international and from subsidised to commercial, makes it important for any Festival Manager to understand the different functions each serves and their place in the sector. Whilst this affords the Festival Manager enormous opportunities to engage with local, national and international agendas it also requires a high level of skill, knowledge and understanding of their activities.

COURSE MODULES

- Strategic management
- Issues in the event industry
- Impacts & risks in events management
- Operations & quality management
- Strategic financial management
- Business & association management
- Research methods
- Individual project
- Option module from an extensive range of options

KEY FACTS

Place of study:	Headingley Campus
Start date:	September or January
Length of study:	Full-time 1 year, part-time 2 years.

PG CERT/PG DIP/ MSC SPORTS EVENTS MANAGEMENT

(Full-time or part-time)

Leeds Met is collaborating with institutions in the organisation of the 2013 World Student Games and the 2014 Winter Olympics. This course has been designed to meet the needs of organisations that bid for and deliver sporting tournaments and major international sports events.

While studying this course, you will develop the specialist knowledge and skills required to strategically plan and manage these large and complex landmark sporting events to the satisfaction of the various local and international stakeholders. You will learn more about risk management, crowd safety, venue management and sponsorship specific to managing sports events.

MORE ABOUT THIS COURSE

Teaching will be blended with online option modules but most modules will be delivered face-to-face by members of the world's largest academic events management team who have experience in the sports event management industry.

COURSE MODULES

- Strategic management
- Impacts & risks in events management
- Sports venue operations & management
- Volunteer management
- Strategic planning for international special events
- Sponsorship in sport
- Research methods
- Individual project
- Option module from an extensive range of options

KEY FACTS

Course Code:	MSSEM
Place of Study:	Headingley Campus
Length of study:	September
Length of study:	Full-time 1 year, part-time 2 years.

PG CERT/PG DIP/MSC EVENTS MANAGEMENT (DISTANCE LEARNING ONLY)

(Part-time)

The events industry is challenging, fast-paced and innovative and there is a need for managers to approach every part of an event in a proactive and skilful manner.

This distance learning course has been designed to meet the demands of the industry and is suitable if you want to pursue a management career and develop your knowledge to postgraduate level whilst continuing to work. Through studying this course you will gain the confidence and broad-based business and events management skills required to plan and manage high profile events in large, complex environments.

MORE ABOUT THIS COURSE

In addition to event-specific issues, you will also study key aspects of events management such as the event planning process, health and safety issues, sponsorship and fundraising, crowd management, operations management, events promotion and strategic thinking.

COURSE MODULES

- Strategic management
- Creative thinking for the event professional
- Impacts & risks in event management
- Research methods
- Individual project

PLUS TWO FROM

- International strategic HRM
- International marketing strategy
- Operations & quality management

PLUS TWO FROM

- Business & association event management
- Innovative communication strategies for the events industry
- Financial management
- Volunteer management

COURSE SUPPORT & DELIVERY

An online induction programme is provided in the first week of the course to ensure you are fully equipped to operate effectively on the programme of study.

You will be supported throughout your studies by e-tutors and the distance learning team including administration and course leader support.

A range of materials are provided to support your learning with handbooks and online learning tools including:

- Online and audio recorded lectures
- Powerpoint presentations
- Directed reading in preparation for lectures
- Online journals and reports from the library and the internet
- Online individual and group tutoring through web cam
- Chat rooms for students and staff

KEY FACTS

Place of study:	Distance learning
Start date:	September or January
Length of study:	Part-time 2 years.



MEET OUR POSTGRADUATE STUDENTS



Malte Hansen
MSc International
Events Management

"I previously studied at a Leeds Met's partner university Angell

Akademie in Freiburg, Germany and joined the BA (Hons) Events Management course in the third year.

Before studying here I had no idea of all the different possibilities you could use

events for, such as marketing, sponsorship and fundraising. At first I wanted to be an events manager, but now I have a better understanding of the industry I want to work in the exhibitions and marketing side of the automobile industry.

Events is an increasing market with so many options and niche areas to go into. Every company or organisation has events requirements. Despite the recession I believe this is an industry that will maintain demand in the market."



Michelle Lanham
MSc International
Events Management

"I have always wanted to work in the events industry and hope to set up my own business to

work on large creative events.

I decided to do a postgraduate course because I wanted to gain a complete understanding of the industry. The content

of this course is all incredibly relevant – I'm continually broadening my knowledge and now feel equipped to make an impact in the industry.

I also plan to take advantage of the brilliant Business Incubator service here at Leeds Met, which provides financial support and advice for students who want to set up their own business."



Mohd Fadzli Subari
MSc International
Events Management

"After having worked as a freelance events planner for a few years in Malaysia I decided

that I wanted to improve my understanding of the events industry, and found that Leeds Met offers the best events courses available.

Coming overseas to study was daunting at first, but I quickly made friends with people in my halls of residence, on my course, and through the University's Malaysian Society, and there was a great spirit of adventure and excitement.

After graduation, I plan to continue my studies with a PhD in Events Management. I highly recommend Leeds Met for overseas students – it has been a wonderful experience for me and definitely one of the best years of my life."

INDUSTRY & RESEARCH

INDUSTRY LINKS

UK Centre for Events Management work with industry in providing education, training, research and consultancy. Throughout the course of your study you will have access to many leading industry figures who will provide up-to-date industry information, give you the opportunity to increase your contacts and learn about the continuing developments that will help shape your future career.

EVENTS & FESTIVALS RESEARCH

Our team of multi-disciplinary scholars engage in a variety of projects specialising in events and festivals research related to tourism, the arts, popular culture and sport. Our goal is to contribute effectively to advancing knowledge and to create sustainable partnerships to strengthen research-informed professional practice.

RESEARCH & CONSULTANCY

The Centre supports a number of international, national and regional clients to achieve its goals. Our watchwords are quality, flexibility, reliability and value and as a consequence we have developed a reputation for delivering to specification on time.

Clients have included: European Commission, Welsh Development Agency, British Waterways, Yorkshire Forward,

Local Authorities, the Learning and Skills Council, Shoreditch Trust, Rugby Football League, OECD and ESRC.

To find out more about our research and consultancy activities visit www.eventsandfestivalsresearch.com

RESEARCH TRAINING

UKCEM has a thriving community of international postgraduate research students undertaking various inter and multi-disciplinary research projects. These include topics as diverse as marketing Korean festivals via the internet, the politics of Liverpool's European capital of culture programme, sports events and tourism in Malaysia, and the application of fuzzy logic to understand the impact of events targeted at employees.

We also welcome visiting PhD students who spend some of their time studying in the UK.

The Centre has benefited from the University's Centenary PhD Bursary Scheme, funding from the UK's Research Assessment Exercise, bursaries from the public and private sectors and fee paying individuals. We support student development by encouraging regular contact with supervisors, engaging in monthly reporting of progress and by encouraging PhD candidates to participate fully in the academic life of the University



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Contact Details

For more information on our courses, please contact:

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