



EXECUTIVE DEVELOPMENT WORKSHOP IN EVENT RISK MANAGEMENT

MARKETING INSTITUTE OF SINGAPORE
UTS: AUSTRALIAN CENTRE FOR EVENT MANAGEMENT

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EXECUTIVE DEVELOPMENT WORKSHOP IN EVENT RISK MANAGEMENT



THE AUSTRALIAN CENTRE FOR EVENT MANAGEMENT

Build your career in the exciting world of Singapore events....

Singapore is a world leader in the creation and production of innovative, vibrant celebratory events. Additionally, it plays host to hundreds of international sporting and business events each year. As its events industry grows and develops, so does the opportunities for people trained in the management of these many and varied corporate and public events.

About the organizations behind the delivery of the program

Marketing Institute of Singapore

The Marketing Institute of Singapore (MIS) is the National Body for Sales and Marketing. Founded in 1973, MIS is a leading provider of marketing and business continuing education in Singapore and the region.

Over the years, MIS has nurtured more than 40,000 sales and marketing practitioners through its Executive Development Programmes and provided ample networking opportunities for thousands of its members through its diverse series of events. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers" through quality education and connecting a community of marketers.

At MIS, learning goes beyond the norm as they offer a platform for you to be connected with leading players and business gurus to be in tune with the latest business trends and developments.

For further information on MIS and its Executive Development Programmes, please refer to www.mis.org.sg/seminars or email your enquiry to seminars@mis.org.sg

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 programs both within Australia (Brisbane, Melbourne, Alice Springs, Sydney and Perth) and internationally (London, Beijing, Edinburgh, Kuala Lumpur and Kuching).

These programs range from Executive Development Programs 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 programs, ACEM has developed one of the fields 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. Additionally, ACEM acts to maintain its position at the leading edge of event management education through the conduct of a bi-annual international research conference. The next conference will be in Sydney, Australia in 2011.

For further information regarding ACEM and its activities please refer to www.acem.uts.edu.au or e-mail your enquiry to acem@uts.edu.au

About the course

The Executive Certificate in Risk Management is a short course program (two days) designed to raise awareness of current safety systems and effective policies for safer events, in addition to procedures of risk management. From developing an event specific risk management plan and establishing processes to identify risks before they occur, to implementing safety and environmental management systems within your events team, this course will help you towards fulfilling your duty of care for any festival, public event, exhibition, concert or conference.

Who is the course for?

- > Event Managers seeking a better understanding of risk management processes.
- > Landowners, managers of organisations or public entities that control event spaces who require guidance in applying risk management and OHS policies to events.
- > Contractors in the event industry wishing to comply with their event clients need to fulfill their duty of care.
- > Government employees or agencies involved in events.
- > Procurement officers and tender supervisors who are required to include and review compliant standards and processes for the event industry.

How will the course be delivered?

The program will be delivered by employing a mix of lectures, class exercises and case studies over a two day period commencing at 9am and finishing at 5pm.



EXECUTIVE DEVELOPMENT WORKSHOP IN EVENT RISK MANAGEMENT PROGRAM

The following topics will be covered as part of the 2-day program:	
DAY 1	DAY 2
<ul style="list-style-type: none"> > An overview of ISO 31000 Risk Management and its role in Safety and Environmental Management Systems; > A review of OHS legislation in Singapore; > Writing a risk management plan recognising event safety processes; > Practical tips in researching event risks; > Reviewing risk management reports; > Monitoring compliance to the standard and developing control procedures; and > Tools to develop a risk management culture in the workplace. 	<ul style="list-style-type: none"> > Developing a safety system to comply with ISO 14001 > Creating an effective and meaningful policy for safety systems; > Producing complete risk identification; > Developing methods to create contractor compliance; > Assessing changing or emerging risks; > Applying risk management at events, the audit process; > The role of the safety officer; > The importance of monitoring and continual improvement; > Use of score cards; and > Developing an event risk knowledge bank.

When will the course take place?

Dates for this program are the 23 and 24 November 2011.

Upon completion of this course participants should be able to:

1. Understand the legal and practical drivers of event risk management;
2. Identify and apply the international standard for risk management to events;
3. Understand the methods of effective risk consultation;
4. Construct an event risk management plan in association with internal and external stakeholders;
5. Develop an OHS Management System to the ISO 14001 standard;
6. Understand and identify the issues around robust implementation of risk management systems at events;
7. Develop a risk management culture within an events team; and
8. Through group consultation and research develop a master list of risks to create a knowledge "bank" for event operations.

How much does the course cost?

The cost of the course is S\$1,300 (subject to 7% gst) for non-members, for members cost and further discounts refer to registration form (page 4).

This fee includes:

- > 2 days tuition;
- > All course material, including presentation notes;
- > Morning tea, lunch and afternoon tea on each day of the course; and
- > All students who undertake the program will receive a co-branded Certificate from the Marketing Institute of Singapore and the Australian Centre for Event Management, University of Technology, Sydney acknowledging their participation

Where is the course to be held?

The course is being conducted at the Marketing Institute of Singapore, 51 Anson Road, #03-53 Anson Centre Singapore 079904

Who should I contact regarding this course?

For more information about this program please call us at +65 6327 7586/583/582 or send an email to seminars@mis.org.sg

How do I enrol?

To enrol photocopy and complete the enrolment form on the back of this form and fax it to +65 6327 9741, or email to seminars@mis.org.sg or register online at www.mis.org.sg/seminars.

Early enrolment is advised as places are limited. Completed enrolment forms need to be submitted a minimum of two weeks prior to the commencement of the course.

Who is teaching the course?

Andrew Tatrai, Associate, Australian Centre for Event Management

Andrew has over 25 years of experience in event operational management and service supply, including for high risk events. Andrew has postgraduate specialist qualifications in risk management (Master of Risk Management, Monash University) and is a Certified Practising Risk Manager [CPRM] via the Risk Management Institution of Australasia. He is a registered Workplace Assessor and Trainer and accredited NSW WorkCover Safety Risk trainer. Andrew has significant experience in the application of the ISO 31000 Risk Management standard and his clients have included diverse organisations such as the Confederation of Australian Motorsport [CAMS], XYZ Entertainment [Foxtel], Jack Morton Worldwide [Australia], George P. Johnson [Australia], and the Sydney Opera House.

Andrew is currently the Director/Risk Manager for Avert Risk Management Services, a niche risk management, workplace safety and public safety consultancy. Andrew is also Director, Australian Concert & Entertainment Services (ACES), a specialist service provider of contract managed staffing solutions to public facilities and events. He is also an Associate of the Australian Centre for Event Management and a part-time lecturer at the University of Technology, Sydney.





REGISTRATION FORM

EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Executive Development Workshop in Event Risk Management

Fee: S\$1,300 (subject to 7% gst) – Includes lunch and refreshment

Date: 23 and 24 November 2011

Time: 9.00am to 5.00pm

Participant(s) Name	Designation	Email	Contact No.
(1)			
(2)			
(3)			
(4)			
Company			
<input type="checkbox"/> Member (MIS Membership No)			<input type="checkbox"/> Non-Member
Billing Address:			
Contact Person:			
Tel:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

ADMINISTRATIVE DETAILS

Registration & Payments

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 20% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Early Bird Discount

A 10% discount if you register 30 days before the course commences.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7586/583/582.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date.

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at Marketing Institute of Singapore, 51 Anson Road, #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Marketing Institute of Singapore

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