



Meetings & Events Australia

Executive Certificate in Meetings & Events Management JUNE 2011

Intensive Training for Meetings Industry Personnel

Monday 20 – Thursday 23 June 2011

Macquarie Graduate School of Management (MGSM) Macquarie Park, Sydney

About the Program

The Executive Certificate in Meetings & Events Management is a major professional development opportunity for Meetings & Events personnel and Sales & Marketing personnel working within the Meetings, Conventions and Business Events Industry. The major benefit of the Program is in the experience of the presenters, all of whom are highly respected industry professionals with many years proven success in their respective fields. Within the faculty you will find national award winners, industry leaders, international achievers and more. They are selected not only on their expertise, but also their training and presentation skills. Their presentations aim to challenge and stimulate. The Program recognises, through topic specification, the two main career paths within the industry, being Meetings & Events Management and Sales & Marketing.

The Program is intensive and highly participative, involving individual work, group work and lectures from industry specialists. During this intensive program the student will:

- Meet and work with other meetings industry professionals, in a purpose built residential learning environment
- For Meetings & Event personnel: Learn how to effectively manage meetings and events, with a practical framework that can be applied in many day-to-day situations
- For Sales & Marketing staff: Learn how to plan and implement sales activities, sell meetings products and services and co-ordinate marketing activities
- Learn and receive constructive feedback from experienced industry practitioners
- Have maximum interaction with presenters and students by working on real-life case studies and exercises, individually and within syndicate groups

Program Outline

Topics covered in the Program:

- ⇒ Event Industry Update
- ⇒ Planning the Project - Developing a Critical Path
- ⇒ Insurance Matters!
- ⇒ Introducing Exhibitions
- ⇒ Managing Your Budget
- ⇒ The Basics of Staging & Venue Set-up
- ⇒ The Basics of Audio Visual Technology
- ⇒ Understanding Conference Catering

Specialist Meetings & Event Personnel Topics

(for students choosing the Meetings Manager stream of subjects)

- ⇒ Event Site Selection & Negotiation
- ⇒ The Do's and Don'ts of Conference Programs
- ⇒ The Basics of Risk Management
- ⇒ Designing Your Special Event

Specialist Sales & Marketing Topics

(for students choosing the Sales & Marketing stream of subjects - or those students attending only the one-day program)

- ⇒ Planning your Sales Strategy
- ⇒ Selling your Product - From Call to Closure
- ⇒ Marketing in the e-Business World
- ⇒ Choosing Promotional Activities that Work for You

* Last minute changes may occur to the confirmed faculty or session topics. Up-to-date information on confirmed faculty and additional information on each member can be found on the MEA website www.meetingsevents.com.au

Syndicate Presentations

Presentations will be made by all syndicate groups to a panel of industry professionals. Presentations will be based on case studies allocated to groups at the commencement of the Program. These presentations are a culmination of project work completed by the groups during and after topics have been presented and in specially allocated times during the Program.

Accreditation:

This Program is recognised as approved training by the MEA Accreditation Admissions Panel for Meetings Industry Accreditation and/or Recognition. **Sixty (60) Professional Development Points** will be earned towards either industry recognition (Associate-Fellow of MEA, AFMEA) or accreditation specifically for Meetings Managers and in-house Meetings Managers (AMM, AIMM).

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Who should attend?

The Executive Certificate in Meetings & Events Management is designed for those who have between 3 –5 year's of industry work experience in meetings and events. Ideally, this program will contribute to your professional development plan and increase your confidence applying new strategies and tactics back into the workplace.

Accommodation

Due to the intensive learning experience provided by the Program, accommodation is included in the standard Program fee. It is highly recommended that the residential component be taken, however if a student resides less than 30 minutes from the venue and does not wish to reside on-site, a no accommodation package is available.

Program Fees

(All prices quoted in Australian Dollars and include GST)

Early bird Member Registration (closes 29 April 2011)	\$2,370.00
Member Registration	\$2,575.00
Additional Member Registration	\$2,265.00
Early bird Member Registration (no accom / breakfast) (closes 29 April 2011)	\$1,860.00
Member Registration (no accom / breakfast)	\$2,065.00
Additional Member Registration (no accom / breakfast)	\$1,755.00
Early bird Non Member Registration (closes 29 April 2011)	\$2,740.00
Non-Member Registration	\$2,990.00
Additional Non-Member Registration	\$2,620.00
Early bird Non-Member Registration (no accom / breakfast) (closes 29 April 2011)	\$2,230.00
Non-Member Registration (no accom / breakfast)	\$2,480.00
Additional Non-Member Registration (no accom / breakfast)	\$2,110.00

Standard Registration includes:

- ◆ Arrival Tea/Coffee: 20 June 2011
- ◆ Morning Tea: 20 - 23 June 2011
- ◆ Lunch: 20 - 23 June 2011
- ◆ Afternoon Tea: 20 - 22 June 2011
- ◆ Dinner: 20 - 22 June 2011
- ◆ Accom & b/fast: 20 - 23 June 2011
- ◆ Tuition & all notes

Registration excluding accommodation includes:

- ◆ Arrival Tea/Coffee: 20 June 2011
- ◆ Morning Tea: 20 - 23 June 2011
- ◆ Lunch: 20 - 23 June 2011
- ◆ Afternoon Tea: 20 - 22 June 2011
- ◆ Dinner: 20 - 22 June 2011
- ◆ Tuition & all notes

Registration

Closing date for applications is 12 noon Friday 3 June 2011. Please [click here](#) see for our cancellation and refund policy.

Further information on registration conditions and registration options can be found on-line on the MEA website or by a hard copy brochure available from MEA National office.

Enquires and Bookings

Kate Duldig
National Programs & Events Coordinator
Level 1, 1 McLaren Street
North Sydney NSW 2060
Tel: +61 2 9929 5400
Fax: + 61 2 9929 5600
Email: kduldig@mea.org.au





Executive Certificate in Meetings & Events Management June 2011



REGISTRATION BY FAX 02 9929 5600

Attendee

Name.....

Position: Organisation:

Postal Address.....

..... Postcode.....

Telephone..... Fax..... Email.....

Dietary Requirements.....

- I will be attending the **Meetings Manager** stream of subjects during the Program
- I will be attending the **Sales and Marketing** stream of subjects during the Program

** Please note: Students for the 3.5 day program are unable to participate in both streams as they are run concurrently. Participation of individual subjects outside of the nominated stream is not available.*

Please briefly outline (in point form) your experience level and background within the industry.

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TAX INVOICE (ABN 31 002 967 366). This document will be a Tax Invoice, for GST purposes, when you make full payment. (Please keep a copy of completed registration for your GST records). Confirmation will be sent via email.

FULL PROGRAM REGISTRATION INFORMATION

Standard Registration includes:

- ◆ Arrival Tea/Coffee: 20 June 2011
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- ◆ Lunch: 20 - 23 June 2011
- ◆ Afternoon Tea: 20 - 22 June 2011
- ◆ Dinner: 20 - 22 June 2011
- ◆ Accom & b/fast: In: 20 Out: 23 June 2011
- ◆ Tuition & all notes

Registration not including accommodation & breakfast is available to those students who reside near the venue. Due to the intensive nature of the program, it is recommended that those students living further than 30 minutes away from the venue register for the accommodation package.

PRIVACY STATEMENT

In registering for this event relevant details may be incorporated into a delegate list for the benefit of all delegates (name and organisation only), and may be made available to parties directly related to the event including MEA (including its Branch Committees and staff), our database contractor, venues, speakers, and key sponsors (subject to strict conditions). The information will also be added to the MEA database in order to allocate PD points relating to attendance.

I do not wish to have my personal details made available to sponsors.

For further information please contact Kate Duldig at MEA National Office on (02) 9929 5400 or kduldig@mea.org.au

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REGISTRATION FEES - Section A

3.5 DAY PROGRAM FEE *Note: (All prices quoted in Australian Dollars and include GST)*

Early bird Member Registration (closes 29 April 2011)	\$2,370.00
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Total for Section A: (3.5-day Program) \$ _____

Section B

Additional Accommodation Requirements

MGSM Macquarie Park, Sydney
1 bedroom suite @ \$180.00 per night including breakfast.

Please complete this section ONLY if you require ADDITIONAL accommodation booked outside of the Residential Program dates (In 20, Out 23 June 2011).

Accommodation arrival date: _____ Accommodation departure date: _____

Number of additional accommodation nights _____ x \$180.00

Total for Section B: \$ _____

Total payable to MEA
Section A + B \$ _____

- I have will mail a cheque (Post to Level 1, Suites 5 & 6, 1 McLaren Street, North Sydney NSW 2060) **OR**
 I wish to pay by credit card: American Express Visa Mastercard

Card Number _____ / _____ / _____ / _____ Expiry Date ____ / ____

Card holders' name..... Signature.....

Closing date for applications is 12 noon 3 June 2011. Please [click here](#) see for our cancellation and refund policy.