

Wide world of events

A CAREER as an event manager can take you anywhere, and see you working with anyone. You may be working in the Birdcage during the Melbourne Cup carnival, or at the Red Bull party during the Australian Formula One Grand Prix.

Over the past 10 years festivals and events have been one of the fastest-growing areas of the world leisure industry. During that decade, Australia has hosted many of the major events on the global calendar, from the Olympics and Commonwealth Games to World Youth Day and the APEC summit.

Our international credentials as consummate hosts and professional event managers are clear, but there are also myriad events taking place in our own backyard. Every weekend, in every state across the continent, events come alive, from charity barbecues to major arts festivals; community celebrations to world-class music acts.

Business events alone add \$17.3 billion annually to the Aust-

ralian economy with a direct contribution to employment of 214,000 jobs.

Events are created collectively with a human voice: by people and for people. That's why they have become so popular in recent times.

And with the continued rise in popularity of events, there is growing demand for the right kind of people to make them happen.

World-class events require the very best talent: trained, experienced and passionate about becoming the masters of this unique medium. As a result, the events industry is growing quickly.

Event employers are increasingly seeking staff with formal qualifications and experience as they face the challenges of developing and organising increasingly sophisticated events.

To meet this demand for people with practical skills training, Event Management Training Australia is about to launch a Postgraduate Diploma in Event Management with Public Relations.

The postgraduate diploma has been designed to provide participants with



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the practical skills essential for those working or planning to work in this sector.

The postgraduate diploma is a full-time, Melbourne-based course, and is delivered by industry professionals to ensure students are getting the latest thinking in this growing area.

In addition to the 10-week project and practical learning sessions, students participate in eight weeks of arranged work experience.

The majority of these work-experience placements result in full-time careers in the events industry.

In order to remain the dynamic,

creative and professional industry this has become, future event managers need to embrace these practical skills and experiences to bring a new sense of professionalism to this medium.

Contact Event Management Training Australia on 9650 1066, or email comanager@eventtrainingaus.com.au to find out more.