



**Event  
Managers**

Institute of Event Management

**KICK OFF WORKSHOP TO DEVELOP FRAMEWORK FOR  
PROFESSIONAL STANDARDS IN SUSTAINABLE EVENT MANAGEMENT**

**19 August 10:30h to 16:30h**

**Location: ACC Liverpool Kings Dock L3 4FP**

To enable the Institute of Event Management [IEM] to function as a standard professional body it is essential to create a set of professional standards in sustainable event management to enable accreditation and validation processes and inform the membership levels.

Membership of a professional body is for individuals seeking to gain recognition for their knowledge, skills and experience. The IEM will follow the standard practices of professional bodies, in particular the CIPD [Chartered Institute of Personnel and Development] and CMI [Chartered Management Institute] both of which have excellent examples of professional standards which we are including with this programme information.

The IEM will provide professional recognition to enhance an individual's status with colleagues and employers alike, publicly demonstrating commitment to professionalism and continued professional development. Membership levels will include Apprentice/Student, Affiliate, Associate [AIEM] Full Member [MIEM], Fellow [FIEM], Companion [CIEM]. The Institute will provide a rich resource for all those who have to organise events for a wide variety of reasons.

This Workshop will bring together Practitioners [Event Managers] and Academics who are keen to support the development of the Institute of Event Management. It is hoped to have representation from all parts of the sector as set out in the Matrix [available to download at [www.iem.institute](http://www.iem.institute)].

The IEM Board is pleased to have the support of ACC Liverpool and Event Director Kerry Mulloy and her team in hosting this workshop in the perfect setting of the Liverpool Waterfront.

**WORKSHOP PROGRAMME**

The workshop programme sets out the actions required to enable the IEM Board to move forward and open for full membership by early 2022.

## TIMETABLE

- 10:30h      Arrival and Refreshments [Zoom Link to be sent separately]
- 11:00h      **Welcome and Introductions**
- Welcome by ACC Liverpool and Institute of Event Management
- Introduction to Professional Standards  
Denise Clarke
- Setting out Plan of Action for Workshop
- Susan Spibey FRSA, IEM Executive Board Chair  
Dr Karen Davies, AEME Representative
- 11:30h      **1<sup>st</sup> Workshop Session – in groups [random division online]**  
                Appoint Facilitator and Reporter in each group
- Review Event Sector Matrix and its use to inform professional  
                recognition structure  
                Review current functional map Key Roles for event management  
                standards as 'fit for purpose' and note comments  
                :Sections A and B Competency Areas [allow 45 minutes]  
                :Sections C Competency Area [allow 20 minutes]  
                Agree report back [allow 20 minutes]
- 13:00h      Lunch and networking time
- 14:00h      **2<sup>nd</sup> Workshop Session – in groups [random division online]**  
                Appoint Facilitator and Reporter in each group
- Continue review of Competency Areas  
                Section D  
                Sections E and F  
                Note that Sections E and F are common threads which run  
                through A B C D [see functional map diagram]
- 15:00h      **Accreditation Update**  
                Dr Karen Davies
- 15:30h      **Report back** and open discussion session to agree next steps  
                and plan timetable
- 16:30h      Wrap up and close

## **OUTPUTS FROM WORKSHOP**

This is the first of a number of engagement sessions on the transformation of the standards. It is planned to continue developing the standards through a series of online workshops. Workshop Participants are invited to consider becoming specialist sector leaders to progress the professional standards

The 'functional map' layout Key Roles A B C D have been put into separate documents and include the competencies required for both HE and Vocational Routes. Workshop Participants are invited to comment on the content and provide any appropriate revisions.

The Event Sector Matrix has been prepared as a guide to understanding scope and scale of the sector to which these standards will apply. Workshop Participants are invited to consider in particular any additional specialist competencies which should be included in the professional standards.

To enable appropriate follow up, Workshop Participants are requested to nominate a note taker for each session, provide highlights at the feedback session and send the notes to the organisers to include in follow up action plan for future sessions. See documentation list below which has been sent to registered participants with this programme.

## **NOTES ON KEY TOPICS TO BE CONSIDERED IN DISCUSSION ON STANDARDS**

### **Sustainable Event Management**

Please note that it is planned for sustainability [environmental, social and economic impact] to be considered integral to all event management processes rather than a separate consideration.

### **Equity, Diversity and Inclusion**

There are many ways in which these subjects are being interpreted in relation to the business of events and often little understood. It is intended to create a better understanding by highlighting them in the professional standards.

### **Technology**

The pandemic landscape has opened up great opportunities for extending the reach of events through the use of technology. It is crucial for Event Professionals to understand the benefits of new technologies and take a fresh approach to 'live' 'virtual' and 'hybrid'.

## **WORKSHOP DOCUMENTATION**

- (1) Event Management Functional Map
- (2) Event Sector Matrix
- (3) Section A Competency Areas [read in conjunction with Functional Map]
- (4) Section B Competency Areas [read in conjunction with Functional Map]
- (5) CMI Professional Standards Introduction
- (6) CIPD Professional Standards in full