# Proposed Recognition Scheme for
# Courses in Higher Education

The Institute of Event Management (IEM) has been established to provide an opportunity for individuals who already work or wish to work in the Events Sector to gain professional recognition, and to enhance their profile, skills and knowledge.

The Institute provides a route to professional recognition, to champion the role of event professionals and raise awareness worldwide.

Critical to this is a proposed scheme to recognise Events Management courses in higher education institutions that correspond with the IEMs goals and objectives.

The criteria for recognition are designed to encourage and enable higher education institutions to respond to the needs of the event industry and therefore to enhance both the relevance of courses and the employment prospects of graduates.

Recognition can be cited in Key Information Set returns and provides access to practitioner members for placement and project opportunities. Students on Recognised Courses may also qualify for membership for the IEM.

**The criteria for recognition are based on context, course content and resources.**

## Eligible Higher Education Courses

Course recognition typically applies to **Bachelor's Degree programmes with honours** in Events Management or other relevant event-related area which can demonstrate a predominantly events focused curriculum, and can satisfy the IEMs criteria for recognition set out below.

**A Bachelor Degree** programme in Events Management can be designated as either a BA (Hons) or BSc (Hons). Events should also be reflected within the programme title – such as Events Management, International Events Management, Live Events Production, or Events & Festivals Management.

Specialist or advanced **Master's Degrees** which are usually designed to prepare students for the next stage in their career in events management are also eligible for course recognition. The QAA outlines that specialist master's degrees "often attract entrants who have a background in the subject or a related subject area, acquired through previous study and entrants who have acquired work experience through work or other means". Further guidance is also provided to support the assessment process.

IEM Recognition may also be conferred on a course or programme awarded by a UK university which is delivered by an overseas partner institution. In such cases, the Resources matrix and the Additional Guidance matrices for should be completed for all delivery locations and a statement provided by the awarding UK institution articulating the arrangements for assuring quality of delivery.

# Course Content

At least one module or subject within the course or programme should be predominantly concerned with theoretical and operational issues relating to events management.

At least one such module or subject within the course or programme should be compulsory and its assessment should contribute to the final assessment or classification of the qualification in question.

The various elements of events management should be clearly indicated within a range of modules or subjects throughout the course or programme and events management as a specific focus should be quoted in the module or subject documentation in respect of both content and stated learning objectives. It should be clearly indicated whether these modules are elective or core elements of the course or programme.

Where multiple pathways through a programme lead to different awards, recognition will only be given for those awards where the event management content is covered in at least one core module on a pathway.

Institutions seeking recognition for a cluster or portfolio of different named awards, which may be at different levels (e.g. Foundation Degree; Honours Degree; Masters Degree), must be able to demonstrate that each of the named awards meets the Course Recognition Criteria.

IEM Course Recognition is not applicable to intermediate qualifications (e.g. Certificate/Diploma in Higher Education) awarded for partial completion of a degree or masters programme.

Recognition is conditional upon payment of a fee of £1000 plus VAT for the 5 year period of recognition for a single award. Where recognition is sought for awards from a cluster/portfolio of courses with a common core, or multiple pathways through a programme, there will be a £100 additional fee for each award submitted. The fee is payable on submission of the application, regardless of whether recognition is conferred.

# Course / Programme Specifics

In general the guidance on event management course content is intended to reflect the knowledge, skills and capabilities required within the events profession as championed by the IEM (Functional Map) and other industry bodies and subject benchmarks.

The categories listed are not necessarily mutually exclusive and are meant to be broadly indicative of the areas that should be covered within an events course. They are not meant to prescribe the level of detail or analysis attached to each area, which will inevitably vary from course to course, different levels of study, different institutions, and between different types of qualification. The list will, however, be used in assessing the content of a course or programme in terms of breadth and coverage for the purposes of recognition. It may therefore be used by the IEM as a checklist in deciding whether recognition should be conferred.

## Event Management Contexts

- The growth and development of Events
- Event characteristics
- Event typologies
- Event tourism
- Event management
- Event skills, knowledge and attributes
- Event stakeholders and consumers

## Event Management Processes and knowledge

- Wider management theory, concepts, processes and contexts
- Event Management processes
- Event creativity and design
- Project management
- Effective and detailed planning (critical paths)
- Strategic management
- Strategic Risk Management
- Quality management
- Financial management (event budgeting and organisational contexts)
- Selling events
- Sponsorship management
- Event delivery
- Event evaluation and reporting
- Customer service and relationship management

## Event Technology and Information Management

- Event registration systems
- Event information collection and dissemination
- GDRP and Data management

- Online (digital) marketing, including social media & apps
- Event production and delivery
- Event design (including co-creation, event experiences, eventscapes)
- Event planning technologies – Gantt Charts, Project or similar.

## Event Marketing
- Theory and practice of marketing: methods employed in the marketing process, including market research for events, event audience profiling, event satisfaction surveys, industry related surveys, event branding and image, event advertising and promotion, digital media.
- Managing event audience perceptions and expectations
- Event segmentation: business event visitors; local / regional / national event tourism; international event visitors
- Using secondary data sources and research
- Sponsorship of and for events
- Marketing strategies and planning

## Human Resources Management for Events
- Recruitment and selection
- Skills, knowledge and capabilities
- Training and development
- Managing people and teams
- Leading people and teams
- HRM legislation and rights
- Health and safety
- Industrial relations
- Continued career development and learning opportunities

## Event safety
- Role of licensing and corporate responsibilities/liabilities
- Identifying and managing risk for events
- The role of Safety Advisory Groups for major events
- The roles of Gold, Silver and Bronze command controls for major events
- Contingency planning for major events
- Crisis management for events
- Crowd and space management
- Contracts

## Cultural Events
- Music Events
- Arts Events
- Heritage / history events
- Festivals and concerts

## Business Events

- Meetings and Exhibitions
- Event organisation
- Managing facilities & resources
- Managing delegate requirements

## Economic Impact

- Funding for events
- Multiplier effects of events
- Impact analysis of events
- Economic development and investment linked to events
- Event forecasting
- Event supply and demand and changing trends
- Events and regeneration

## Governance & Public Policy

- Regulatory frameworks
- Central government policy, governance and legislation affecting events
- European policy, governance and legislation affecting events
- Local / Regional policy, governance and legislation affecting events
- Local / Regional / National policy and strategic management for events
- Funding for events

## Event Infrastructure

- Types of event infrastructure
- Event logistics and supply chains
- Venues / Event Spaces (including built and natural environments)
- Event Technology
- Event Catering
- Event production
- Event delivery

## Structure of the Events Sector

- Relationships between event suppliers, event professionals and the public sector
- Developing and maintaining event partnerships - particularly those between the private and public sectors
- The role of professional bodies in delivering event support and development

## Event Sustainability

- Environmental, social and economic sustainability
- Alternative methods for developing and managing sustainable events
- The physical and environmental impacts of events
- Event planning – linked to ISO20121
- Estimating and managing the carbon footprint for events

## Theoretical Approaches and Wider Social Context

- Theories and concepts of events
- Social context of events
- Special Events
- The changing patterns of work, leisure, tourism and events
- Motivational issues for:
  - attending events
  - volunteering at events
- Types of events
- Event issues and trends
- Event lifecycles
- Event psychology
- Events research and critical event studies

## Community Aspects

- Events and the host community
- Charity Events
- Event Fundraising
- Community events
- Third Sector management

# Resources

At least one lecturer attached to the events course or programme as a whole should have event management experience at a senior level in an industry or professional context.

Alternatively, at least one member of staff should have an ongoing involvement with events management research, consultancy or external training.

Library, IT facilities and other resources should be adequately supportive of the subject content of event management.

There should be a regular and substantial use of up-to-date case-study material and visiting or guest lecturers involved professionally in event management or closely aligned fields.

A planned programme of field visits should support the course content. There should be at least one field visit per level of study.

Contact should be established with local, regional and national event organisations in both the public and private sector to provide placement opportunities for students in event management. These placements could be short term (voluntary), mid term (such as short placements or internships) or long term (year long paid placement or internship). Liaison with these event organisations should also be built into any appropriate project work.

An advisory committee should be established with representation from external organisations involved with events management. Such committees should incorporate student representation. This advisory committee should meet at least annually to review the programme or course content to ensure it adheres to best practice standards and changes within the event profession.

Where a course or programme is delivered by an overseas partner institution, the Resources matrix should be completed for all delivery locations.

# Administration

Application for IEM recognition will be based on a review of relevant documentation submitted to the IEM. The application will be submitted to the IEM Accreditation Working Group, nominated members of which will review the application. Applications will be scrutinised by at least two officers of the IEM Accreditation Working Group in the first instance and subject to further scrutiny by the IEM Executive if necessary at a later stage. Recognition will be conferred on the basis of recommendations made by the Accreditation Working Group.

The application and documentation should include the following:

Internal course validation material (where a new course has been planned but not yet implemented) and schemes of work for core modules at each level

OR

Course and module descriptors and handbooks

AND

Completed matrix (attached to these guidelines) showing how the course and module content relates to the criteria set out above

AND

Curriculum vitae for staff on the course team indicating relevant industry, consultancy and/or research experience in events management
AND, where recognition is sought for overseas delivery:
A statement from the UK awarding institution articulating the arrangements for assuring quality of delivery.

Course and module handbooks should make reference to the:

- Status of the subject areas or modules (i.e. compulsory or optional, the number of credits borne and whether the assessment contributes to the final degree classification)
- Content
- Learning Objectives
- Assessment
- Bibliographical and other resources

Whilst on-site inspection is not automatic, institutions are expected to co-operate where the Institute considers that this might be prudent or necessary.

Any inspection is likely to include discussions with key members of staff including those concerned with learning resources, scrutiny of annual course reports, assessment results, external examiner reports, student feedback and discussions with student representatives.

Recognition will be effective for a **five year period**, though any major changes to programme content such as those which require the revalidation of the course or programme as a whole, or major changes in course personnel will require resubmission. Changes at the level of individual modules will not require resubmission.

**Recognition is conditional upon payment of a fee of £1000 plus VAT for the 5 year period of recognition for a single award. Where recognition is sought for awards from a cluster/portfolio of courses with a common core, or multiple pathways through a programme, there will be a £100 additional fee for each award submitted. The fee is payable on submission of the application, regardless of whether recognition is conferred.**

When conferred, Institute recognition may be quoted on prospectuses and other promotional material. IEM Recognition will be in the form of kitemarking.

The Institute reserves the right to refuse recognition or to withdraw it if the criteria and conditions outlined above are not met.  A period of notice will be issued for any institution which having been recognised is found to be in default of the criteria and conditions outlined above.

### *Further Information*

For further information on the Higher Education Courses Recognition Scheme please contact ……… who co-ordinates assessment under this scheme on behalf of the IEM.

## *Championing Professional Recognition*

# Recognition Scheme for Courses in Higher Education

## Introduction

The following template should be used to identify how the events course, programme or award for which IEM recognition is sought satisfies the recognition criteria relating to:

- Context
- Course content
- Resources

## IEM Criteria for Recognition

### Course Content

| Criteria | Module(s)<br>*Please state which module(s):* | Documentation<br>*Please state in which document(s) the evidence may be found, including page numbers:* |
|---|---|---|
| At least one module or subject within the course or programme should be predominantly concerned with theoretical and operational issues relating to events management. | | |
| At least one such module or subject within the course or programme should be compulsory and its assessment should contribute to the final assessment or classification of the qualification in question. | | |
| The various elements of events management should be clearly indicated within a range of modules or subjects throughout the course or programme. Where such 'mapping' occurs, events management as a specific focus should be quoted in the module or subject documentation in respect of both content and stated learning objectives. | | |

**Specifics**

The guidance on course content is intended to reflect the objectives of the IEM as set out in its functional Map and within the subject Benchmarks.

The categories listed are not necessarily mutually exclusive and are meant to be broadly indicative of the areas that should be covered within an events course. They are not meant to prescribe the level of detail or analysis attached to each area, which will inevitably vary from course to course, different levels of study, different institutions, and between different types of qualification. The list will, however, be used in assessing the content of a course or programme in terms of breadth and coverage for the purposes of recognition. It may therefore be used by the IEM as a checklist in deciding whether recognition should be conferred:

| Criteria | Module(s)<br>*Please state which module(s):* | Documentation<br>*Please state in which document(s) the evidence may be found, including page numbers:* |
|---|---|---|
| **Event Management Contexts**<br>• The growth and development of Events<br>• Event characteristics<br>• Event typologies<br>• Event tourism<br>• Events management<br>• Event skills, knowledge and attributes<br>• Event stakeholders and consumers<br>• Global context of events management | | |
| **Events Management Processes and knowledge**<br>• Wider management theory, concepts, processes and contexts<br>• Events Management processes<br>• Event creativity and design   **Competency area A8**<br>• Project management<br>• Effective and detailed planning (critical paths)<br>• Strategic management<br>• Quality management<br>• Financial management<br>• Selling events          **Competency Area B8** | | |

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|---|---|---|
| • Sponsorship management<br>• Event delivery<br>• Event evaluation and reporting<br>• Customer service and relationship management<br>• <span style="color:red">Accessibility for people with disabilities</span><br>• <span style="color:red">Equity, diversity and Inclusion</span> | | |
| **Event Technology and Information Management**   **Competency area A10**<br>• Event registration systems<br>• Event information collection and dissemination<br>• GDRP and Data management<br>• Online (digital) marketing, including social media & apps<br>• Event production and delivery<br>• Event design (including co-creation, event experiences, eventscapes)<br>• Event planning technologies – Gantt Charts, Project or similar.<br>• <span style="color:red">Online and hybrid events</span><br>• <span style="color:red">AR and VR applications</span><br>• <span style="color:red">Event ticketing and paperless payment systems</span> | | |
| **Events Marketing**   **Competency Area B**<br>• Theory and practice of marketing: methods employed in the marketing process, including market research for events, event audience profiling, event satisfaction surveys, industry related surveys, event branding and image, event advertising and promotion, digital media.<br>• Managing event audience perceptions and expectations<br>• Event segmentation: business event visitors; local / regional / national event tourism; international event visitors<br>• Using secondary data sources and research<br>• Sponsorship of and for events<br>• Marketing strategies and planning<br>• <span style="color:red">Inclusivity and accessibility</span> | | |
| **Human Resources Management for Events**<br>• Recruitment and selection | | |

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|---|---|---|
| <ul><li>Skills, knowledge and capabilities</li><li>Training and development</li><li>Managing people and teams</li><li>Leading people and teams</li><li>HRM legislation and rights</li><li>Health and safety</li><li>Industrial relations</li><li>Continued career development and learning opportunities</li><li><span style="color:red">Equity, diversity and inclusion</span></li></ul> | | |
| **Event safety**<ul><li>Role of licencing and corporate responsibilities / liabilities</li><li>Identifying and managing risk for events</li><li>The role of Safety Advisory Groups for major events</li><li>The roles of Gold, Silver and Bronze command controls for major events</li><li>Contingency planning for major events</li><li>Crisis management for events</li><li>Crowd and space management</li><li>Contracts</li></ul> | | |
| **Event Infrastructure**<ul><li>Types of event infrastructure</li><li>Event logistics and supply chains</li><li>Venues / Event Spaces</li><li>Event Technology</li><li>Event Catering</li><li>Event production</li><li>Event delivery</li><li><span style="color:red">Infrastructure and planning for accessibility</span></li></ul> | | |
| **Economic Impacts**<ul><li>Funding for events</li><li>Multiplier effects of events</li><li>Impact analysis of events</li><li>Economic development and investment linked to events</li><li>Event forecasting</li><li>Event supply and demand and changing trends</li><li>Events and regeneration</li></ul> | | |

| | | |
|---|---|---|
| **Event Sustainability (this should be broken down into economic (covered above), environmental and social impacts** <br> • Environmental, social and economic sustainability <br> • Alternative methods for developing and managing sustainable events <br> • The physical and environmental impacts of events <br> • Event planning – linked to ISO20121 <br> • Estimating and managing the carbon footprint for events | | |
| **Socio-cultural impacts** <br> • Equity, diversity and inclusivity <br> • Impacts on local communities <br> • Cultural impacts of events <br> • Intercultural communication | | |

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|---|---|---|
| **Governance & Public Policy**<br>• Regulatory frameworks<br>• Central government policy, governance and legislation affecting events<br>• European policy, governance and legislation affecting events<br>• Local / Regional policy, governance and legislation affecting events<br>• Local / Regional / National policy and strategic management for events<br>• Funding for events | | |
| **Theoretical Approaches and Wider Social Context**<br>• Theories and concepts of events<br>• Social context of events<br>• Special Events<br>• The changing patterns of work, leisure, tourism and events<br>• Motivational issues for:<br>    ○ attending events<br>    ○ volunteering at events<br>• Types of events<br>• Event issues and trends<br>• Event lifecycles<br>• Event psychology<br>• Events research and critical event studies | | |
| **Structure of the Events Industry**<br>• Relationships between event suppliers, event professionals and the public sector<br>• Developing and maintaining event partnerships - particularly those between the private and public sectors<br>• The role of professional bodies in delivering event support and development | | |
| **Cultural Events**<br>• Music Events<br>• Arts Events<br>• Heritage / history events<br>• Festivals and concerts | | |

| | | |
|---|---|---|
| **Business and Conference Events**<br>• MICE<br>• Event organisation<br>• Managing facilities & resources<br>• Managing delegate requirements | | |
| **Community Aspects**<br>• Events and the host community<br>• Charity Events<br>• Fundraising Events<br>• Community events | | |

**Events Programme Resources**

| Criteria | Evidence Commentary or Explanation | Documentation<br>*Please state in which document(s) the evidence may be found, including page numbers:* |
|---|---|---|
| At least one lecturer attached to the events course or programme as a whole should have event management experience at a senior level in an industry or professional context. | | |
| Alternatively, at least one member of staff should have an ongoing involvement with events management research, consultancy or external training. | | |
| Library, IT facilities and other resources should be adequately supportive of the subject content of events management. | | |
| There should be a regular and substantial use of up-to-date case-study material and visiting or guest lecturers involved professionally in events management or closely aligned fields. | | |
| A planned programme of field visits should support the course content. There should be at least one field visit per level of study. | | |
| Contact should be established with local, regional and national event organisations in both the public and private sector to provide placement opportunities for students in events management.<br><br>These placements could be short term (voluntary), mid term (such as short placements or internships) or long term (year long paid placement or internship). Liaison with these event organisations should also be built into any appropriate project work. | | |
| An advisory committee should be established with representation from external organisations involved with events management. Such committees should incorporate student representation. This advisory committee should meet at least annually to review the programme or course content to ensure it adheres to best practice standards and changes within the event profession. | | |

**Master's Degrees**

| Additional Guidance | Evidence Commentary or Explanation | Documentation<br>*Please state in which document(s) the evidence may be found, including page numbers:* |
|---|---|---|
| With reference to the students enrolled on the Master's Degree programme, how does their prior knowledge or experience through previous study or employment enable them to focus on particular aspects of events management? | | |
| Provide examples of the events management research projects undertaken by students on the programme and their weightings in relation to the overall assessment. | | |
| Describe how students on the programme are supported in developing an in-depth knowledge, understanding and critical awareness of contemporary issues and developments in events management, informed by current practice, scholarship and research. | | |