



**Event
Managers**
Institute of Event Management

IEM Validation Scheme for Undergraduate 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 IEM provides a route to professional recognition, to champion the role of event professionals and raise awareness worldwide.

The IEM wishes to recognise the significant contribution higher education is making to the training of future event management professionals. The IEM Validation Scheme will recognise event management programmes that reflect the goals and objectives of the IEM. Gaining IEM Validation recognition will signal to external event management stakeholders that the programme meets specific criteria in relation to content and skills.

The criteria for the IEM Validation 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.

The IEM Course Validation can be cited in Key Information Set returns and provides access to practitioner members through a series of practitioner/student events. Students and staff on programmes successfully awarded the IEM Validation will qualify for student membership for the IEM.

Validation is conditional upon payment of a fee of £500 for a single award. Applications are submitted to last for a five-year period*. 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 £50 additional fee for each award submitted. The fee is payable on achievement and logos will be issued upon receipt. This fee does not include any individual staff or student memberships of the IEM.

*Where courses undergo a substantial review (more than 30 credits worth of modules at each level) of their programmes within this five-year period, an additional application should be made

The criteria for recognition are based on context, content and engagement.

Eligible Higher Education Courses

IEM Validation applies to **Bachelors Degree programmes with honours** in Events Management or other relevant event related area run by institutions registered with the Office for Students. Such programmes will demonstrate a predominantly events focused curriculum which satisfies the IEM Validation criteria 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. The IEM Validation may also be conferred on a programme awarded by a UK university which is delivered by an overseas partner institution.

Course Content

The content and skills criteria are set out below in detail under the headings of Context, Theoretical Approaches, Event management Operations, Stakeholder Impact and Intellectual and interpersonal skills. 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 by sufficient modules to meet the IEM Validation criteria..

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

Academic/Practitioner Engagement

An institution seeking recognition will need to demonstrate that the programme team includes staff engaged in practitioner and academic activities. The criteria require that some current staff have past or current practitioner experience and that some are currently engaged in academic research and dissemination activities.

Additionally, the Library, IT facilities and other resources should be adequate to support the event management programme

The programme should provide a range of opportunities for students to engage with practice. This may include the regular and substantial use of up-to-date case-study material and the engagement of visiting or guest lecturers involved professionally in event management or closely aligned fields. Liaison with these event organisations should be built into any appropriate project work.

Further, placement and internship opportunities should be available to students through relationships established with local, regional and national event organisations in both the public and private sector to provide placement opportunities for students in event management.

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

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 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.

A. Contexts

Event Management Contexts

- The growth and development of Events
- The global context of Events Management
- Event characteristics
- Event typologies – Business, sporting, cultural, social etc.
- Event tourism
- Event management
- Sustainability and events
- Diversity, equality and inclusion
- Event skills, knowledge and attributes
- Event stakeholders and consumers
- 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, public and third sectors
- The role of professional bodies in delivering event support and development

Event Infrastructure

- Types of event infrastructure
- Venues / Event Spaces (including built and natural environments)

Governance & public policy

- Regulatory frameworks
- Central government policy, governance and legislation affecting events
- Global initiatives, policy, governance and legislation affecting events
- Local / Regional policy, governance and legislation affecting events
- Local / Regional / National policy and strategic management for events
- Government funding for events

B. Theoretical Approaches

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

C. Event Management Operations

Event Management Processes

- Event creativity and design (including co-creation, event and experiences and event-scapes)
- Project management
- Effective and detailed planning, scheduling and logistics
- Strategic management
- Strategic Risk Management
- Quality management
- Financial management (event budgeting and organisational contexts)
- Sponsorship management
- Event delivery
- Event evaluation and reporting
- Contract management
- Supply chain management

Event Technology and Information Management

- Event ticketing and registration systems
- Event information collection and dissemination
- GDPR and Data management
- Online (digital) marketing, including social media & apps
- Event production and delivery including hybrid and online events
- Event planning technologies – Gantt Charts, Project or similar.
- New event technologies

Event Marketing and Promotion

- Theory and practice of marketing: methods employed in the marketing process, including market research for events, consumer behaviour, event audience profiling, event satisfaction surveys, event branding and image, event advertising and promotion, digital media.
- Managing event audience perceptions and expectations
- Event segmentation
- Sponsorship of and for events

- Marketing strategies and planning
- Sales and commercialisation

Human Resources Management for Events

- Recruitment and selection
- Skills, knowledge and capabilities
- Training and development
- Managing and leading people and teams
- HRM legislation and rights
- Continued professional development and learning opportunities
- Wellbeing for staff
- Equality, diversity and inclusion

Event safety and security

- Role of licensing
- Corporate responsibilities/liabilities
- Duty of Care
- Security and legal frameworks
- Contracts
- Identifying and managing risk for events
- The role of Safety Advisory Groups for major events
- Command and control for major events
- Contingency planning for major events
- Crisis management for events
- Crowd and space management

D. Stakeholder Impact

Economic assessments and impacts

- Cost-benefit analysis
- Economic impact analysis of events
- Economic development and investment linked to events
- Event forecasting
- Event supply and demand and changing trends
- Supply chain management

Social assessments and impacts

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

Environmental assessments and impacts

- Developing and managing sustainable events
- Mitigating risks relating to climate change
- The physical and environmental impacts of events
- Estimating and managing the carbon footprint for events
- Global sustainability initiatives e.g. UNSDGs, ISO20121

E. Intellectual and interpersonal skills

- Customer service and relationship management
- Communication and presentation skills
- Problem solving
- Empathy
- Critical thinking skills
- Reflection

Administration

Application for IEM recognition will be based on a review of relevant documentation submitted to the IEM. The application will be submitted to and assessed by the IEM Accreditation Working Group, nominated members of which will review the application. Applications will be scrutinised initially by at least two officers of the IEM Accreditation Working Group in the first instance (one practitioner and one academic). Recognition will be conferred on the basis of recommendations to the IEM made by the Accreditation Working Group.

The application and documentation should include the following:

Programme Specification

OR

Programme handbooks

AND

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

AND, where recognition is sought for overseas delivery:

A statement from the UK awarding institution articulating the arrangements for assuring quality of delivery and in particular the appointment of academic staff

Programme Specifications and handbooks should make reference to the:

- Entry qualifications
- Period of validation
- Programme Structure
- Status of the relevant events management modules (i.e. compulsory or optional, the number of credits borne and whether the assessment contributes to the final degree classification)
- Content
- Level Learning Objectives
- Assessment strategies
- University resources/student support processes

Recognition will be effective for a **five year period**, though any major changes to programme content (more than 30%) 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.

Validation is conditional upon payment of a fee of £500 for a single award. Applications are submitted to last for a five-year period*. 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 £50 additional fee for each award submitted. The fee is payable on achievement and logos will be issued upon receipt. This fee does not include any individual staff or student memberships of the IEM.

When conferred, IEM Validation recognition may be quoted on prospectuses and other promotional material and the IEM will provide the required marketing collateral in the appropriate format.

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 IEM Director, Diane Earles diane.earles@event-management.institute who co-ordinates assessment under this scheme on behalf of the IEM.



Introduction

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

- Course content
- Resources

IEM Criteria for Recognition

Course Content

Criteria	Module(s) <i>Please state which module(s):</i>	Documentation <i>Please state in which document(s) the evidence may be found, including page numbers:</i>
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.		

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 QAA 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 programme. They are not meant to prescribe the level of detail or analysis attached to each area, which will inevitably vary from programme to programme, different levels of study and different institutions.. The list will, however, be used in assessing the content of a 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) <i>Please state the module title and include the stated aims of the module:</i>	Documentation <i>Please state in which document(s) the evidence may be found, including page numbers:</i>
<p>A. Event Contexts</p> <p>1. Event Management Contexts</p> <p>Event typologies – Business, sporting, cultural, social etc.</p> <ul style="list-style-type: none">• Structure of the events Sector• Event stakeholders and consumers• Sustainability and events• Diversity, Equality and Inclusion <p>Programmes would be expected to include some of the following :</p> <ul style="list-style-type: none">• The growth and development of Events• The global context of Events Management• Event characteristics • Relationships between event suppliers, event professionals and the public sector• Developing and maintaining event partnerships - particularly those between the private, public and third sectors• The role of professional bodies in delivering event support and development		

<p>2. Event Infrastructure</p> <ul style="list-style-type: none"> • Types of event infrastructure • Venues / Event Spaces (including built and natural environments) 		
<p>3. Governance & Public Policy</p> <p>Programmes would be expected to address the following issues:</p> <ul style="list-style-type: none"> • Regulatory frameworks • Central government policy, governance and legislation affecting events • Global initiatives, policy, governance and legislation affecting events • Local / Regional policy, governance and legislation affecting events • Local / Regional / National policy and strategic management for events • Government funding for events 		
<p>B. Theoretical Approaches</p> <p>The programme should address the majority of the following issues: :</p> <ul style="list-style-type: none"> • Social context of events • The changing patterns of work, leisure, tourism and events • Motivational issues for: <ul style="list-style-type: none"> ○ attending events ○ volunteering at events • Event issues and trends • Event lifecycles 		

<ul style="list-style-type: none"> • Events research and critical event studies • Ethical issues in events 		
<p>C. Event Management Operations</p> <p>1. Event Management Processes</p> <p>The following should be covered in the programme:</p> <ul style="list-style-type: none"> • Event creativity and design (including co-creation, event and experiences and event-scapes) • Project management • Effective and detailed planning, scheduling and logistics • Strategic management • Strategic Risk Management • Quality management • Financial management (event budgeting and organisational contexts) • Sponsorship management • Event delivery • Event evaluation and reporting • Contract management • Supply chain management 		
<p>2. Event Technology and Information Management</p> <p>At least 4 of the following should be covered in the programme:</p> <ul style="list-style-type: none"> • Event ticketing and registration systems • Event information collection and dissemination • GDPR and Data management • Online (digital) marketing, including social media & apps • Event production and delivery including hybrid and online 		

<p>events</p> <ul style="list-style-type: none"> • Event planning technologies – Gantt Charts, Project or similar. • New event technologies 		
<p>3. Event Marketing and Promotion</p> <p>The following should be covered in the programme:</p> <ul style="list-style-type: none"> • Theory and practice of marketing: methods employed in the marketing process, including market research for events, consumer behaviour, event audience profiling, event satisfaction surveys, event branding and image, event advertising and promotion, digital media. • Managing event audience perceptions and expectations • Event segmentation • Sponsorship of and for events • Marketing strategies and planning • Sales and commercialisation 		
<p>4. Human Resources Management for Events</p> <p>The following should be covered on your course:</p> <ul style="list-style-type: none"> • Recruitment and selection • Skills, knowledge and capabilities • Training and development • Managing and leading people and teams • HRM legislation and rights • Continued professional development and learning opportunities • Wellbeing for staff • Equality, diversity and inclusion 		

<p>5. Event safety and security</p> <p>The following should be covered in the programme:</p> <ul style="list-style-type: none"> • Role of licensing • Corporate responsibilities/liabilities • Duty of Care • Security and legal frameworks • Contracts • Identifying and managing risk for events <p>Some of the following areas should be covered by your programme:</p> <ul style="list-style-type: none"> • The role of Safety Advisory Groups for major events • Command and control for major events • Contingency planning for major events • Crisis management for events • Crowd and space management 		
<p>D. Stakeholder Impact</p> <p>1. Economic assessments and impacts</p> <p>The following should be covered in the programme:</p> <ul style="list-style-type: none"> • Cost-benefit analysis • Economic impact analysis of events • Economic development and investment linked to events • Event forecasting • Event supply and demand and changing trends 		
<p>2. Social and third sector impacts</p> <p>At majority of the following issues should be included in the</p>		

<p>programme:</p> <ul style="list-style-type: none"> • Events and the host community • Charity Events • Event Fundraising • Community events • Third Sector management 		
<p>3. Environmental assessments and impacts</p> <p>The following should be included in your programme:</p> <ul style="list-style-type: none"> • Developing and managing sustainable events • Mitigating risks related to climate change • The physical and environmental impacts of events • Estimating and managing the carbon footprint for events • Global sustainability initiatives e.g. UNSDGs, ISO20121 		
<p>E. Intellectual and interpersonal skills</p> <p>The following should be covered in the programme:</p> <ul style="list-style-type: none"> • Customer service and relationship management • Communication and presentation skills • Problem solving • Empathy • Critical thinking skills • Reflection 		

Events Programme Academic/Practitioner Engagement

Criteria: Academic/Practitioner Engagement	Commentary	Documentation / evidence <i>Please state in which document(s) the evidence may be found, including page numbers:</i>
<p>Staff Experience: Applicants are required to provide a commentary on the number of staff with</p> <ul style="list-style-type: none"> a) event management experience at a senior level in an industry or professional context. b) Ongoing involvement with event management research, consultancy or external training 		
<p>University Resources: Confirmation is required that there are sufficient Library, IT facilities and other resources to support a BA/BSc programme in events management.</p>		
<p>Practitioner Engagement: The programme should provide</p> <ul style="list-style-type: none"> a. regular and substantial use of up-to-date case-study material b. Access to visiting or guest lecturers involved professionally in events management or closely aligned fields c. A planned programme of field and site visits d. Placement/internship opportunities (sport, medium or long term) for students in events management through contact with local, regional and national event organisations 		