

**Introduction to Professional Standards
for
Events Practitioners

2022 Update**

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About The Institute of Event Management Championing Professional Recognition

The opportunity for individuals who already work or wish to work in the Events Sector to gain professional recognition, enhance their profile, skills and knowledge, and make global connections.

The Institute provides a route to :

- professional recognition
- supporting individuals seeking to develop their skills and knowledge
- supporting employers to develop the skills and knowledge of their employees
- accrediting existing courses
- a fresh approach to learning supported by a body of knowledge
- resources for continuing professional development

The Institute :

- champions the profession of event management
- raises awareness of the role of event professionals worldwide
- supports employers in providing real-time information and resources with appropriate continuing professional development programmes to meet their needs
- provides a forum for debate on future knowledge and skills needs
- champions the Apprenticeship model
- works with teams of professionals across all disciplines to provide continuing development

The Institute of Event Management has been constituted as a “not for profit” company limited by guarantee.

Our Board of Directors comes from all parts of the Event Sectors.

Membership of the Institute of Event Management is open to individuals and organisations internationally.

An opportunity for you to review the draft Professional Standards for Event practitioners

It took the covid-19 pandemic to really underline a problem events professionals have known about for decades: when it comes to identifying the “events sector”, nobody from government downwards has a clear idea what it looks like.

At least part of the pain event professionals experienced during lock-down arose from the events sector leaders’ systemic failure to address matters as fundamental as defining SIC and SOC codes that clearly identify organisations and individuals with ‘events’. So when the Chancellor came to dish out the furloughing dough, no great surprise that he had no clear idea where ‘tourism’ or ‘hospitality’ or ‘business services’ ends and where **professional event management** begins.

The IEM exists to recognise and champion the professionalism of the individuals who make events happen. From the visionary planners to the operations teams; from the sponsorship specialists to the event producers; sound and light engineers; from venues’ marketeers and PR teams to the front-of-house and security practitioners.

That means first defining what it is that makes an Events Professional. And then working out how to measure it.

Specifically, how to measure it in terms which reflect the real needs and real experiences of real employers and real practitioners. Terms which respect and capture the points at which the profession of managing events differs from a career in hospitality or tourism management. **This means creating events sector authored professional standards for event management.**

The journey so far

...has brought us to the point where we have an Events Sector Matrix which maps out the myriad occupational competences different events specialists may possess; we have an array of Occupational Standards which reflect those competences; we have a professional standards writer engaged in delivering the Professional Standards in Event Management and we have the widespread and pro-active support both of time-served senior Event practitioners and Event Management course specialists across the higher education sector.

The next stage: finesse and sanity-test the draft Standards against the experiences of the widest-possible universe of professional event practitioners which is where you come in.

Bring your events experience to bear in developing the professional pathways

The IEM is inviting everyone with an interest and experience in creating, organising, delivering, measuring and monetising events to bring your experience to bear on bringing best-in-class Standards to market.

The work is taking place in five parallel streams, to reflect the broad range of the sector and the common mix of practical experiences professionals exhibit in each one. Meetings, major events, exhibitions, festivals and outdoor events, social occasions.... professional bodies, trade associations, corporate companies, local and central government, production and AV specialists or safety consultants... venues, full-time employees through to zero hours contracts... are all invited to take part in the review.

We don't need you to write the standards. We need you to criticise them in the light of your own experiences. Especially, to let us know :

- if we are missing anything you feel ought to be captured;
- If we are simplifying something you know is difficult to measure;
- if we are over-complicating something that can be expressed more simply;
- if what we are proposing reflects professionalism as you understand it and have experienced it within the events sector;
and especially :
- if you recognise your own professional experience and integrity captured under these various headings.

The IEM Professional Standards is a brand new opportunity for the events sector. Produced by and for the profession, they will form the basis for accrediting university, FE and vocational courses against the only criterion that matters: that individuals who meet these standards are fit for employment and ongoing professional development, because the standards have been written by employers and practitioners themselves. They will also inform the development of IEM membership levels which will offer you post-nominals and finally true professional recognition.

Help the IEM set the best possible benchmark for the current and future professionalism of our sector.

IEM Members have been invited to join the special working group on the professional standards.

We are also asking IEM Stakeholders, corporate companies, professional bodies and trade associations, production and supporting organisations to hold their own team engagement sessions either online or in person to capture comments.

On Monday 31st October we are planning to organise a face to face meeting in Birmingham ahead of CHS Event Expo on 1st November to enable us to capture final comments and offer the first IEM engagement session.

How to Comment

Download the draft standards and documentation from the **IEM website** www.event-managers.institute

Join the discussion on **Linked In** – or call **Susan Spibey** on **07714 245 745**

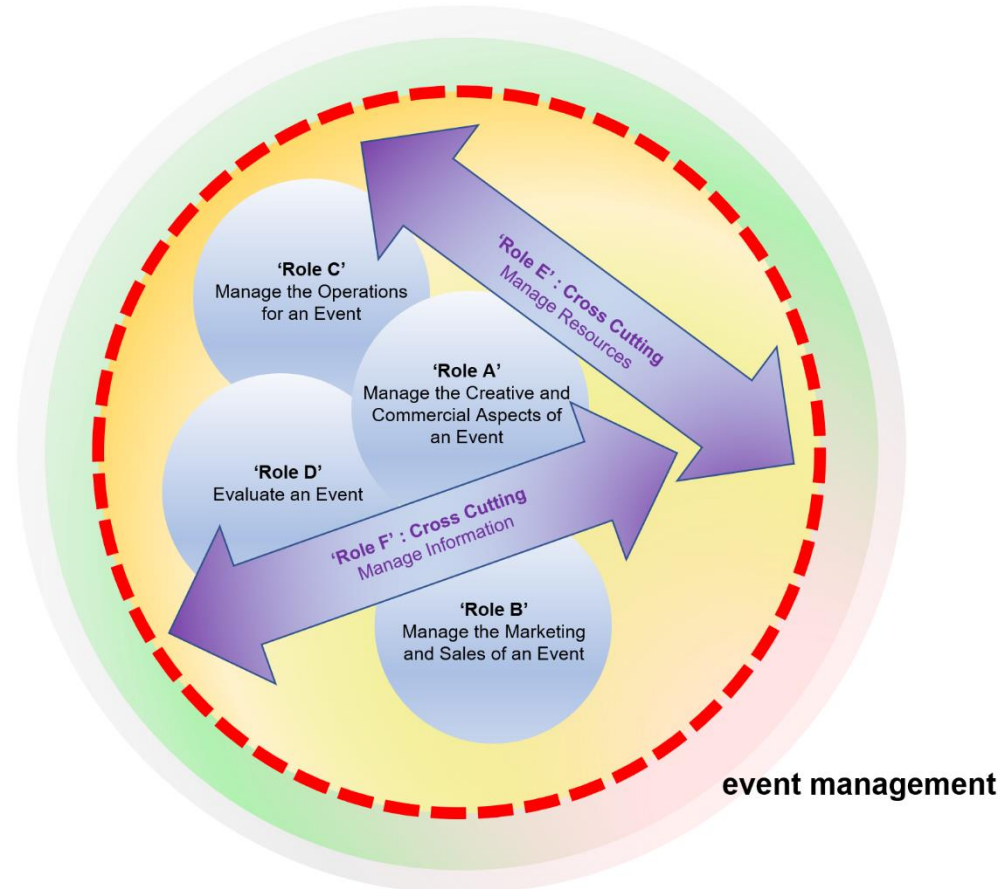
We will be including other contacts as we move forward and keep everyone informed through the website and Linked In.

The Purpose of Events

we have used a broad aim :

“to create and deliver opportunities for people to participate in a gathering that meets audience and stakeholder needs that achieves economic, commercial, professional or social objectives”

the draft professional standards have four primary roles (**A-D**) and two cross cutting roles (**E and F**)
 roles **A-D** tend to be overlapping, depending on the phase and changing priorities and progress of an event



The Events Matrix (2022 update)

This Matrix has been developed to aid understanding of the sector. It has been under review for more than 10 years.

This edition reflects the breadth and complexity of what is now described collectively as ‘events’.

It is important to recognise that each ‘**strand**’ requires specialist knowledge, however there are now more numerous multi-disciplinary activities described as ‘events’ requiring a broad understanding at creative and strategic levels of operation. The list is not exhaustive and whilst the global language of events is British, there are local/national variations in terminology.

‘Meetings’	‘Exhibitions/Trade and Consumer Shows’	‘Corporate’	‘Events’	Festivals	Social
<ul style="list-style-type: none"> • Conventions • Congresses • Conferences • Meetings • Seminars • Symposia • Study Visits • Training Courses • Workshops • Board Meetings • AGMs 	<ul style="list-style-type: none"> • Business to Business • Business to Consumer • Conference Expo • Campaigns/Road Shows • Consumer Shows • Product Launch • Product Presentation • ‘Live Event’ <i>[experiential marketing]</i> 	<ul style="list-style-type: none"> • Business development • Business profiling • Client Hospitality • External Engagement • Internal Engagement • Incentive Rewards • Incentive Travel • Leadership Training • Sales Conferences • Sponsorship Activities 	<ul style="list-style-type: none"> • Multi-Strand • Outdoor Shows • Charity Fundraising • Community • Cultural • Major Business Events • Major Sporting Events <i>[eg. Olympic Games, Rugby League World Cup]</i> • Public Events 	<ul style="list-style-type: none"> • Arts • Business • Community • Culture • Film • Food and Drink • Literary • Music • Religious • Science • Theatre 	<ul style="list-style-type: none"> • Private Events • Public Events • Special Social Events • Weddings

SUPPLIERS TO EACH OF ABOVE STRANDS					
<ul style="list-style-type: none"> • Venues • Agencies • AMCs • PCOs <i>[ABPCO Members]</i> • Presenters • Producers • Event Tech Services • <i>[separate list in development]</i> 	<ul style="list-style-type: none"> • Venues • Event Tech Services • Exhibition Organisers • Exhibition Contractors • Specialist Sub-Contractors • Entertainment Services • AMCs • PCOs • Specialist Services <i>[AEO ESSA]</i> 	<ul style="list-style-type: none"> • Venues • Agencies : Event/Travel • Airlines • Destination Management • Hotel Booking Agents • Specialist Entertainment and Hospitality Services • Event Tech and Production <i>[PLASA PSA]</i> 	<ul style="list-style-type: none"> • Venues • Event Tech • Temporary structures • Health and Safety services Consultants/Services • Technical Contractors • Security Advisers • Specialist Services <i>[NOEA]</i> 	<ul style="list-style-type: none"> • Venues • Event Tech • Outdoor temporary structures • Health and Safety Consultants/Services • Technical Contractors • Security Advisers • Specialist Services <i>[NOEA and others]</i> 	<ul style="list-style-type: none"> • Venues • Dressing Services • Event Tech • Outdoor temporary Structures • Health and Safety Consultants • Advisory services • Services • Security Advisers

THE ORGANISERS					
<ul style="list-style-type: none"> Charities Commercial Companies <i>[independent Publishers]</i> Corporate Businesses Government Local Authorities Professional Bodies Societies Trade Associations AMCs PCOs 	<ul style="list-style-type: none"> Major Exhibition Organisers Independent Organisers AMCs PCOs Charities Government Local Authorities Professional Bodies Societies Trade Associations Venues <i>[often local authority owned]</i> 	<ul style="list-style-type: none"> Corporate Businesses 	<ul style="list-style-type: none"> Major Event Organisers Charities Government Local Authorities Promotors Private Organisers 	<ul style="list-style-type: none"> Charities Community Groups Festival Organisers Local Authorities Promotors 	<ul style="list-style-type: none"> Agencies <i>[Party Planning]</i> Community and Family Groups Private Individuals Public Organisations Wedding Organisers

Additional Notes

Event Management Education and Training is widely offered as a University Degree, in short course format and most recently as an Apprenticeship.

The Association of Event Management Education (AEME) is a Founding Partner of the Institute of Event Management.

The Institute of Event Management [IEM] www.event-managers.institute has been established to provide routes to professional recognition, qualification structures, continuing professional development, and a body of knowledge to support individuals and employers globally.

The IEM will accredit or validate courses which meet the approved professional standards to enable individuals to benefit from their existing education/training and gain professional recognition. It will encourage lifelong learning and be a body of knowledge.

Understanding the ‘Events’ Sector

Work has begun to transform the National Occupational Standards [NOS] in Event Management to Professional Standards.

[Full information on this work can be downloaded from www.event-managers.institute].

This paper is the latest iteration from the special Working Group established with ‘Strand Leaders’ from Founding Fellows, Founding Partners and Specialists leading on their development.

The draft Professional Standards are being sent out for comment in Autumn 2022 to the events sector worldwide.

Business Events

Greater emphasis is now placed on business development through what is described as ‘events’. The terminology ‘experiential’ and ‘business engagement’ are now used more frequently to describe types of events – see below. It is important to understand the wide variety of activities included under the ‘events umbrella’.

It should be noted that the ‘events and festivals’ section is not wholly focussed on business development as many are for community and/or social benefit.

Business Engagement

Increasingly being used in common parlance to describe events. Business Engagement is seen as an opportunity to ‘drill down’ in business relationships with stakeholders [external engagement] and employees [internal engagement] and both to arrive at mutually beneficial outcomes.

‘Live’ ‘Hybrid’ ‘Online’ ‘E-Meet’

The Covid-19 Pandemic has forced event organisers to rethink the way in which they deliver events and created a further change to the vocabulary. The change has taken ‘live’ to really define events as wholly taking place at a venue. ‘Monetising’ both hybrid and online events is continuing to be discussed globally. In developing the Professional Standards, the Institute of Event Management will consider additional standards to define the protocols around the organisation of these types of events. ‘E-meet’ is being used to describe regular business and engagement meetings across the whole of business, industry and community.

‘Meetings Industry’

In this global business and as described in the Rationale for the Institute of Event Management, there is not one word to describe the range of activities beyond meetings and exhibitions etc. Use of the word **event** is now recognised more widely as the holding word for all meetings, exhibitions and event activities. Destinations are encouraged to bring greater use of the word ‘events’ to describe their venues and local service providers for the benefit of clients and their customers. As a result use of the acronym ‘MICE’ is in decline.

The Global Body : JMIC Joint Meetings Industry Council

JMIC is the body that represents the global business events industry. It explains, promotes and demonstrates the value and role that the global business and professional events industry actively contributes to the critical economic and societal benefit of communities around the world and promotes unity and consistency on industry issues to both internal and external audiences. The Institute of Event Management is engaging directly with JMIC. www.themeetingsindustry.org

Networking ‘events’

A business activity which may take place as a ‘stand alone’ event, or as part of a meeting programme, or at an exhibition. The business breakfast, reception, lunch or dinner has been seen as the major ‘networking’ opportunity for business development opportunities. Greater emphasis is now being placed on networking activities which ‘drill down’ to creating and developing business opportunities in more structured approaches. In a ‘post-Covid world’ it will be interesting to see how the use of technology and the requirement for maintaining social distance will feature in the organisation of networking ‘events’.

Product Marketing through ‘events’

‘live events’, ‘experiential events’ or ‘marketing events’ are used to describe activities which include :

- Product Launch –one off or road-show format
- Education Seminars – targets include user groups/exhibition visitors
- Single Customer Presentations – targets large organisations
- Entertainment – corporate hospitality

Many corporate businesses operate their events programme through the marketing function and may buy in services of agencies as described below.

Acronyms

To help explain the acronyms used in the matrix, the following are in general use.

AMC Association Management Company

Primary role is the management of an Association or Society's membership, governance, committees, as well as meeting and event management services

[association management is also a service which some Professional Congress/Conference Organisers -PCO - provide]

CCO Commercial Conference Organiser

Major Global publishers and independent Commercial Conference Companies research market needs to provide content driven, information rich events for most business and industry sectors

DMC Destination Management Company

The DMC's primary function is to offer "ground handling" services for clients at the destination. The company normally has excellent local knowledge, expertise and resources to deliver a range of services including event delivery, accommodation, transportation, social tours and programme logistics

Event Agency

Offers clients a range of services including creative, venue finding and event management [primarily for corporate businesses]

HBA Hotel Booking Agency

HBA's are businesses which specialise in the procurement of accommodation, meeting, event facilities and services on behalf of Clients

Insurance Services

Increasingly the issue of security is impacting events and organisers are now recognising the importance of specialist insurance in particular for major events but for all events it is critical to include basic insurance which is provided by specialist organisations

PCO Professional Congress/Conference Organiser

Independent professional – see www.abpc.org www.efapco.eu www.iapco.org

The acronym PCO was first established to distinguish those persons who were responsible and employed full-time in the organisation of conferences, meetings, exhibitions and more recently events.

A PCO Company primarily now offers congress/convention/conference/exhibition/event management services to Associations, Professional Bodies and Societies. In addition PCOs may also provide association management services. AMCs often act as ‘in house PCOs’. Many large associations, professional bodies and societies have their own ‘in house’ PCO Services.

Whilst the acronym PCO means ‘Professional Congress/Conference Organiser’ they have always been able to offer organisation and management of multi-disciplinary activities which are now described as events. The role of the PCO is still valid as their specialist knowledge in ‘pay to attend’ events is invaluable for membership organisations - associations, professional bodies and societies. The specialist knowledge also extends to in depth knowledge of marketing for ‘pay to attend’ events.

Travel Agency

Travel Agencies are often the first point of contact by corporate businesses organising international travel for their employees and increasingly using their services for the organisation of events. In addition, Event Agencies are now providing travel organisation as part of their services.

Venue Search

In recent years this has now moved primarily to internet platforms with agencies and organisers offering the service as part of their ‘package’.

Further Development of the Events Sector Matrix

The Covid-19 Pandemic has demonstrated the need for the events sector to recognise the benefits of having a Professional Body [IEM] and be transformed to a **Profession**, to work collegiately to refresh the standards and create the SIC and SOC Codes to benefit from official Government recognition.

Data is critical to Government recognition and the IEM is working with Sector Brand-Makers, **We Make Events** (#wemakeevents) and other organisations to create the definitive economic value of ‘**Events**’.

Introduction to Professional Standards for Events Practitioners

The IEM is also in the process of planning a definitive supply chain process of services and suppliers for the events sector to aid better understanding in procurement planning. The IEM will again work with We Make Events Sector Suppliers and CIPS [*Chartered Institute of Procurement and Supply*] to achieve this.

Supply chains are a critical component of best business practice. The risk associated with events is often little understood and increased awareness is essential to safe delivery of events. Other key factors are raising awareness of best practice, profiling the sector, supporting the buyer, providing advice on sustainable solutions and collaborative working opportunities.

