



Ranked No.1
'Events Training Provider'
In the UK

event crowd

BROCHURE

40+ Lecturers | 400+ Years Experience | 1 Events Course

Globally recognised Event Management Diploma



Let's Get Started

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“
You get a real
reward when you
see an audience
enthralled with
what you've
put on.”

Gavin Barnard
EA Productions
Director



Who Are We?

As event professionals, we understand better than anyone that the pathway into the events industry can be confusing. The opportunities are endless, the demand for talent is high and the industry is in desperate need for fresh minds and faces.

Recognised by the **Chartered Institute of Marketing (CIM)** and the **Chartered Management Institute (CMI)**, Event Crowd has been created to inspire, educate and support the next generation of event professionals. Our mission is to foster journeys into the most fulfilling and empowering industry out there.

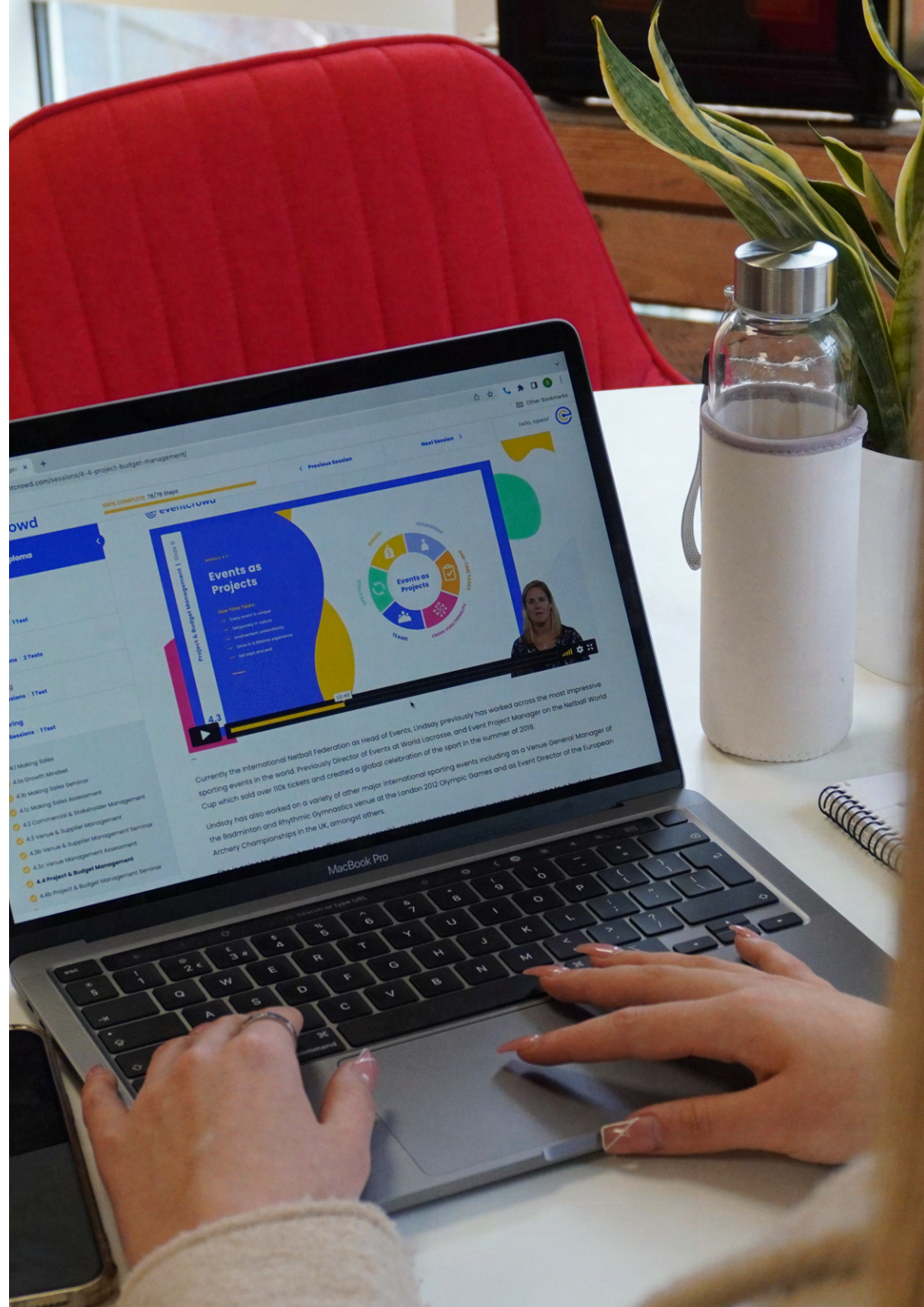
Tapping into over 400 years of relevant, hard-hitting events experience, we will teach you more in as little as 3 months, than you could learn in 3 years. Event Crowd fast-tracks careers within events, without compromising on quality or value.



Who Is Our Course For?

A course built for the next generation of event professionals. We nurture and develop talent to support a thriving industry.

- School and College Leavers
- University Students and Graduates
- Career Changers
- Entrepreneurs and Business Owners
- Current Event Professionals
- Individuals Looking To Upskill
- Companies Seeking Employee Development



Course Benefits

The UK's Leading Events Course.

We teach you everything you need to know and more. You will be coached by experts already working within the industry, allowing you to take your first step towards your dream career: upskilled, experienced, and ready to conquer any event.

We've built a framework to ensure that you stand out from the crowd. A qualification that is not only endorsed by the industry's finest but is recognised by employers globally.

- ✓ **Flexibility**
Learn online, anywhere, anytime and at your own pace.
- ✓ **Learn From the Best**
Taught by 40 of the UK's top event leaders.
- ✓ **Supported**
Our course is recognised & supported by NOEA, CPD, CIM & CMI
- ✓ **Exclusive Work Experience & Internal Job Board**
Access exclusive job and placement opportunities.
- ✓ **Extensive Career Guidance**
Access to a dedicated career advisory team, during and after completion of the course.
- ✓ **Industry Portfolio**
Leave the course having created your very own event portfolio made up of key industry documents.



Course Recognition



The Chartered Management Institute is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence. With a member community of over 150,000, CMI gives managers and leaders, and their organisations, the skills they need to improve their performance and create an impact.

We are proud that Event Crowd has gained recognition from CMI. This significant achievement highlights our dedication to providing quality training and empowering aspiring event professionals to excel in their careers.

By attaining this qualification, Event Crowd Graduates are an impressive 58% more likely to secure positions at Event Manager level right away.



The Chartered Institute of Marketing has supported and guided over 30,000 individuals towards unlocking their dream careers. CIM provides next level standards to education, developing the skill set and tools required for professionals to excel in their careers.

The Event Management Diploma by the Event Crowd is recognised by the Chartered Institute of Marketing and is the industry's leading choice to educate and upskill the next generation of event professionals.

You can have complete confidence that you're getting a diploma recognised by employers globally, and one that provides students with a competitive advantage in the workplace.

Industry Endorsements

The South Coast Events Forum (SCEF)



With our offices being located in Bournemouth, we are also supported by South Coast Events Forum (SCEF), a collective of like-minded event professionals sharing their knowledge and expertise in order to continually grow and deliver experiences.

The Power of Events (Official Education Partner)



We are proud to be the official education partner of "The Power of Events," a renowned not-for-profit platform dedicated to providing an overview of the UK Events Industry. Through this partnership, we keep our students at the forefront of the events industry.

The National Outdoor Events Association (NOEA)



We are proud to be endorsed by the National Outdoor Events Association (NOEA), the leading authority for the outdoor events industry. Event Crowd has received the endorsement and recognition of this esteemed organisation.

Festivall Staff (Staffing Partner)



Our partnership with Festivall provides Event Crowd students and alumni with access to exclusive work opportunities from an accredited living wage agency. Students can find a role that suits their location and interests.

Course Curriculum

Fundamentals	Planning	Marketing
Event Foundations	Event Safety	Branding
Professional Wellbeing	Multi-Agency Planning	Brand Guidelines
Employability	Event Management Plan	Event Websites
CV & Interview Workshop	Sustainability	Digital Visibility
Political & Social Impact	Incident Response	Media & PR
Diversity	Crisis Planning	Content Marketing
Delivery	Operations	Industry Spotlight
Sales Management	Operations & Sites	Corporate Events
Commercial & Stakeholders	Managing Live Events	Hybrid Events
Venues & Suppliers	Event Control	Mass Participation
Projects & Budgets	Radio Etiquette	Weddings
Creating Experiences	Crisis Communications	Festivals
Immersive Experiences	Event Ticketing	Charity Events

We offer: detailed lectures for you to watch; downloadable industry resources for you to use and keep; manageable assessments to test your learning; and access to bonus content along the way.

- Online Video Lectures** delivered by industry experts. Learn at a pace that suits you.
- 120 Learning Hours** to give you the most comprehensive events education out there.
- No Exams to Sit.** Each module has a range of appropriate assessment tasks and short tests.
- Dedicated Academic Team** to support students throughout and beyond your Event Crowd journey.
- Learn from Global Event Leaders** who are shaping the future of the industry.

Module 1 – Foundations

Event Foundations



Hailey Golding
Event Manager
MOB

- Fundamentals
- Modern Event Markets
- Event Audiences
- Event Creation Principles
- Professional Skills
- Customer Care

The Industry



Rick Stainton
Founder & Group Director
Smyle Group

- Post-Pandemic
- The Future of Events
- Career Advice
- Avoiding Mistakes
- My Journey
- Collaboration

Professional Wellbeing



Sadie Restorick & Simon Scott
Founders
Wellity

- Wellbeing
- Mindfulness
- Stress Managing
- Communicating
- Avoiding Burnout
- Empowerment

Employability



Mike Frost
CEO
Expocast

- Defining Success
- Networking
- Personal Branding
- LinkedIn
- Standing Out
- Your Skills

Social & Political Impact



Nick Keller
CEO
Benchmark

- UN SDGs
- Governance
- Making Change Happen
- Events Into Movements
- Impactful Collaborations
- Collective Impact

Diversity



Steph Corker
Co-Founder
Lived Equity

- Benefits of DE&I
- Barriers to Entry
- Accessibility
- Actionable Measures
- Cultural Measures
- Inclusive Environments

Module 2 – Planning

Event Safety



Charlie Musset
Event Consultant
Manchester Marathon

- Risk Assessments
- Hierarchy of Controls
- Applying Guidance
- Welfare
- Site Ops
- Event Day Controls

Multi Agency Planning



Becky Stevens
Director,
Hybrid Events

- Types of Agencies
- Safety Advisory Groups
- Multi Agency Planning
- Timescales
- Impact
- Local Authority

Event Management Plans



Craig Mathie
Founder
Project 30 Events

- Why do we Plan?
- What is an EMP?
- What's Included?
- Documenting the Plan
- Testing the Plan
- Delivering the Plan

Sustainability



Lisa Sweeting
Founder
Green Sense Events

- What is Sustainability?
- Have our Needs Changed?
- Consumption
- People, Profit, Planet
- Creating a Strategy
- Circular Economy

Incident Response



Charlie Musset
Event Consultant
Manchester Marathon

- Wind Action Plans
- Major Incident Response
- Crowd Management
- Useful Tools
- Site Safety Advisors
- Medics

Crisis Management



Hailey Golding
Event Manager
MOB

- The IMP
- Up-Reporting
- Escalation Procedures
- Primacy
- Incident Closure
- Investigations

Module 3 – Marketing

Branding



Steph Essex
Founder
Flyhawk

- Discovering Purpose
- Competitor Research
- Target Audience
- Mission Statements
- Brand Voice & Personality
- Logos & Visual Identity

Event Websites



Dan Berry
Head of Digital
Bournemouth 7s Festival

- Why You Need a Website
- Website Workflows
- Buying a Domain
- Choosing a Platform
- Wireframing
- Ticketing & Registration

Digital Visibility



Emily & Alan
Founders
Yellow Tuxedo

- Your Brand
- Your Website
- Your Blog
- Your Social Presence
- Your Legacy & PR
- The Flywheel Effect

Public Relations



Gemma Harris
Managing Director
Lineup Media

- Event PR vs Other PR
- Research & Planning
- Implementing the Plan
- Social Media & Coverage
- Measuring Success
- Spokespeople

Content Marketing



Mat Wilson
Founder
Event Marketing Conference

- Brand Awareness
- 3 Step Ad Creation
- Funnels
- Lead Generation
- Landing Pages
- Scarcity & Urgency

Social Media



Emma Jones
Head of Training
The Social Game

- Your Audience
- Facebook
- Instagram
- Twitter
- Varying Content
- Hashtags

Module 4 - Delivering

Making Sales



Sam Lopez

Sales Manager
Bournemouth 7s Festival

- Building Trust
- Prospect Lists
- The Sales Journey
- Rapport Building
- Objections
- Closing

Commercial & Stakeholders



Alex Anderson

Director
AAA Sport

- Managing Relationships
- Delivering Expectations
- Multiple Revenue Streams
- Commercial Strategies
- Sponsorship
- Commercial Visibility

Venues & Suppliers



Jeremy Hartley

Director
EI Productions

- Venue Operations
- Supplying
- Hiring
- Tendering
- Lighting
- Sound & Effects

Projects & Budgets



Lindsay Impett

Freelance
Event Director

- Budget Management
- Project Life-Cycle
- Project Constraints
- Mitigating
- Risk Management
- Readiness & Testing

Creating Experiences



Craig Mathie

Event Director
Project 30 Events

- Pre-Event
- Ingress
- Event Content
- Crafting Experiences
- Entertainment
- Egress

Immersive Experiences



John Empson

Founder
Eden Sessions

- Creative Approach
- Theme Licensing
- Niche Suppliers
- Finding Talent
- Creating Immersion
- The Senses

Module 5 - Operations

Operations & Site Management



**Clare Goodchild
Tom Wilkinson**
Directors
Organise Chaos

- The Advance & Build
- Site Plan & Scheduling
- The Show & Post-Show
- Contractor Management
- Live Operations
- De-Rig & Debrief

Managing Live Events



Lindsay Impett
Freelance
Event Director

- Live Event Components
- Organising under Conflict
- Productive Creativity
- Managing Staff
- Processes & Procedures
- Managing Issues

Event Control



Peter Ward
Managing Director
WeTrack

- The Event Control Room
- Event Control Jargon
- Different Roles
- Resolving Incidents
- The MOC
- Best Practices

Radio Etiquette



Paul Ashurst
Managing Director
Bournemouth 7s Festival

- Handset Checks
- Radio Usage
- Being Concise
- Radio Language
- Callsigns
- Phonetic Alphabet

Crisis Communication



Nicola Newman
Board Member
Dorset Chamber

- Risk Factors
- Event Risks
- Communicating a Crisis
- Fact-Checking
- Issuing Statements
- Avoiding Speculation

Ticketing



Sarah Slater
VP Music
Ticketmaster UK

- Promoter Stakeholders
- Booking Fee
- Ticket Allocations
- Delivery Methods
- Ticket Validation
- Box Office Staffing

Module 6 – Spotlight

Corporate Events



Alex Balding
Production Manager
NTRP

- Corporate vs Commercial
- The Itinerary
- Net Promoter Scoring
- Pre-Event Delivery
- Your Process
- QBR's

Hybrid Events



Adam Parry
Director
Event Tech Live

- Choosing the Platform
- Best Practice
- Quality over Quantity
- Technology & Tools
- Online Security
- Recording

Mass Participation



Nick Rusling
Managing Director
Septathlon

- The Ripple Effect
- The Third Sector
- Relationships
- Minimising Disruption
- Departmental Structure
- Contingency Planning

Weddings



Sam Savage
Director
South Coast Weddings

- Wedding Roles
- Etiquette Expertise
- Sales & Client Meetings
- Themes & Motifs
- Venue Requirements
- Luxury Service

Festivals



Craig Mathie
Event Director
Project 30 Events

- Access Control
- Production
- Riders & Artists
- Teams & Workforce
- Logistical Planning
- Food, Drink & Bars

Charity Events



Emily Foster
Event Manager
RNLI

- Fundraising
- Volunteer Management
- Event Governance
- Publicity
- Trustees
- Engagement



Success Stories

Here at Event Crowd, our students mean the most to us. We have a proven track record of helping our Alumni break into the events industry.

We've highlighted some examples from 3 of the core sectors, Sports, Festivals and Corporate.

80% of Event Crowd Alumni successfully break into the industry within 3 months of completing their Diploma.

I'm going to recommend the Event Crowd to any of my friends or family that are interested in getting into events or even colleagues of mine. I liked how realistic it was because all these people are experts in everything they do, so they're not going to lie to you, they're just going to be honest and tell you how it is working in the industry.



Cam H

After completing our Diploma in 2022, Cam successfully gained employment with **Chelsea Football Club**

I was actually so surprised by how easy this course has been to follow and how many skills I've gained in such a short space of time. The team were so helpful in my job search once I'd finished the Diploma, and I wouldn't be where I am today without them. I would 100% recommend this course, I think there is nothing else out there like it. Thank you Event Crowd!



Ciara H

After completing our Diploma in 2021, Ciara became the Event Manager for **Bournemouth 7s Festival**

The benefits after having completed the course for me, would be how much industry knowledge I've managed to gain and how well-rounded that knowledge is. It's those core skills that are really targeted towards helping you as an individual, further yourself and your ability to go and perform within the industry. A massive thank you to the team, especially my Course Tutor, Amy!



Ben O

After completing our Diploma in 2022, Ben was able to break into the industry as an Event Manager at **RX St Albans**

Career Progression

Event Manager Average Salary

£38,694

Event Director Average Salary

£72,380

Once you're in the events industry, you're in it for life. Push the boundaries for your career with a high-class, all-encompassing education that sets you in the right direction.

From your first engagement with Event Crowd, to receiving your final results and being a part of our alumni community, we're here to help.

Built up over decades, our black book of contacts within the events industry is on standby for whenever you need a door opened or an introduction.

DID YOU KNOW?

Thanks to the CMI Recognition, Event Crowd Graduates are **58% more likely** to gain **Event Manager** positions



“

The best thing about working in events is the ability to **create moments** for people that they will remember for the rest of their life.

John Empson
Eden Sessions
Founder



Course Price

Course Price

£2995

Included in your price:

- ✓ CMI & CIM Recognised Qualification
- ✓ 12 Month Access to the Course
- ✓ Online & Self-Paced
- ✓ Unlimited Replays
- ✓ Personal Course Tutor
- ✓ CV Clinic & Career Support
- ✓ Jobs Board Access
- ✓ Downloadable Resources
- ✓ Student Discount Card
- ✓ Entry to Alumni Network

Pay Upfront

SAVE 10%

~~£2995~~ **£2696**

One Payment

- ✓ Save 10% When You Pay Upfront
- ✓ Instant Access to the Diploma
- ✓ Secure Payments with Stripe

Pay Monthly

£2995

Spread the Cost

- ✓ 6 & 12 Month Payment Plans
- ✓ Fast Application Process
- ✓ Choose Your Deposit

Next Level Courses LTD t/a Event Crowd is an Introducer Appointed Representative of Social Money LTD t/a Doppie. Missed payments may affect your credit file, future borrowing and incur fees. Representative APR (from 0%).

FAQs

Can we interact with other students while on the course?

Yes, we have a community forum within the Student Hub on the course where you can post and answer questions from other students. You will also be added to our Alumni network once you have successfully completed the course and received your Event Crowd Diploma.

Do you offer industry placements?

Although we cannot guarantee you a placement while you take our course, we do have a curated jobs board at your disposal which outlines any available roles within the industry. This includes internships, volunteering, temporary and permanent roles. We update the jobs board regularly so that you can find the best opportunities available to you.

What are your entry requirements for the course?

We don't have any specific requirements for you to be able to take the Event Crowd course. However, it really does help if you feel passionate about events and can commit to working hard towards a successful career within the industry.

How long will it take me to complete the course?

The course can be completed anytime from 3 to 12 months; however, most students will complete it in 4-6 months.

What level is this course?

The course is equivalent to a level 4 course in learning hours and structure.

How will I be assessed during my course?

Throughout the course, you'll be assessed through several useful, relevant assessments that will be beneficial to your learning. These will come in the form of tasks, quizzes and the creation of relevant industry documents. These assessments will count towards your final graded project. All details of your project will be shared with you at the start of your Event Crowd Diploma so all learning can be digested in respect of your assessment.

Do I get a student discount card?

Yes! We are a Totum Pro student provider, which is the new NUS student discount scheme.



For the next generation of event professionals.



www.theeventcrowd.com



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[@WeAreEventCrowd](https://www.instagram.com/weareeventcrowd)