



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



## 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.

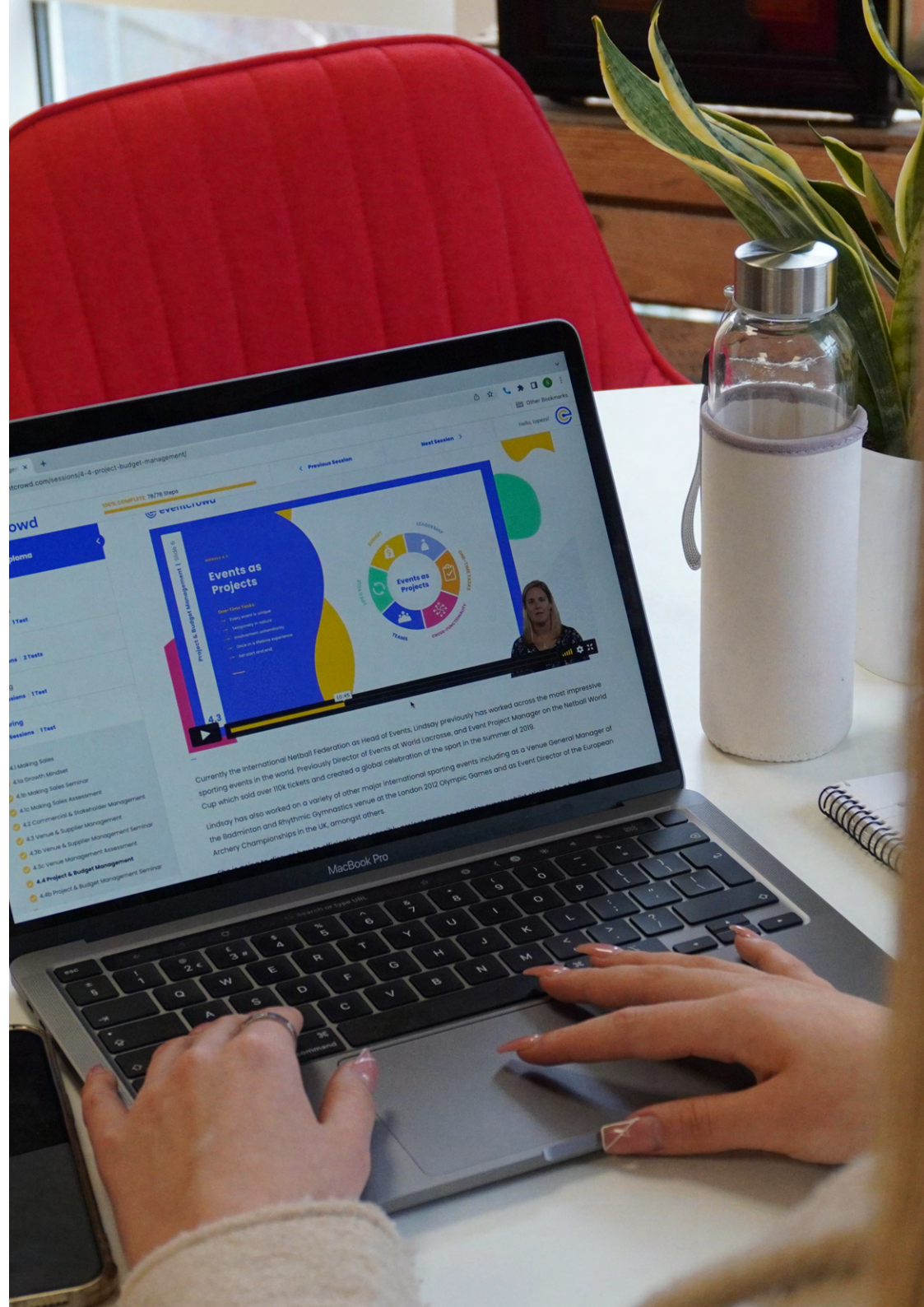




# Who Is Our Course For?

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.



# 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  
El 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

**CMI**  
Chartered  
Management  
Institute  
RECOGNISED

“

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 Dopple. Missed payments may affect your credit file, future borrowing and incur fees. Representative APR (from 0%).

# 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.

# FAQs

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## **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](http://www.theeventcrowd.com)



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@WeAreEventCrowd