



EVENT ACADEMY

DEGREE ALTERNATIVE BROCHURE

EventAcademy.com
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THE EVENT ACADEMY was founded to prepare students for the incredible, diverse world of events - an industry worth £84bn and employing over 750,000 in the UK*. Having each run agencies we knew that Universities were letting students down. Fresh Event grads would often take 6 months to train.

‘Event Management’ is not an academic subject. It is about practical and hands on experiences...the training style that we have developed over the years for our corporate clients. We knew we could do better, so we worked with the CIM (Chartered Institute of Marketing) to build our accredited courses. 12 years on we have over 4,000 Alumni from 65 countries leading the industry.

Our students have worked on most of the big events you can think of...from London Fashion week to Royal Weddings, Glastonbury to F1....

We do things differently because we are passionate about the outcomes for individuals; 90+ % of our Degree Alternative students are working within the industry 3 months after graduation.

We genuinely care and are proud to have helped thousands of young people get the job of their dreams in events.

Rupert, Lorne and Claire

* Department of Digital Culture Media and Sport report 2022

Why are we **different?**

We are different principally because our students are far more likely to get the job that they want in the industry.

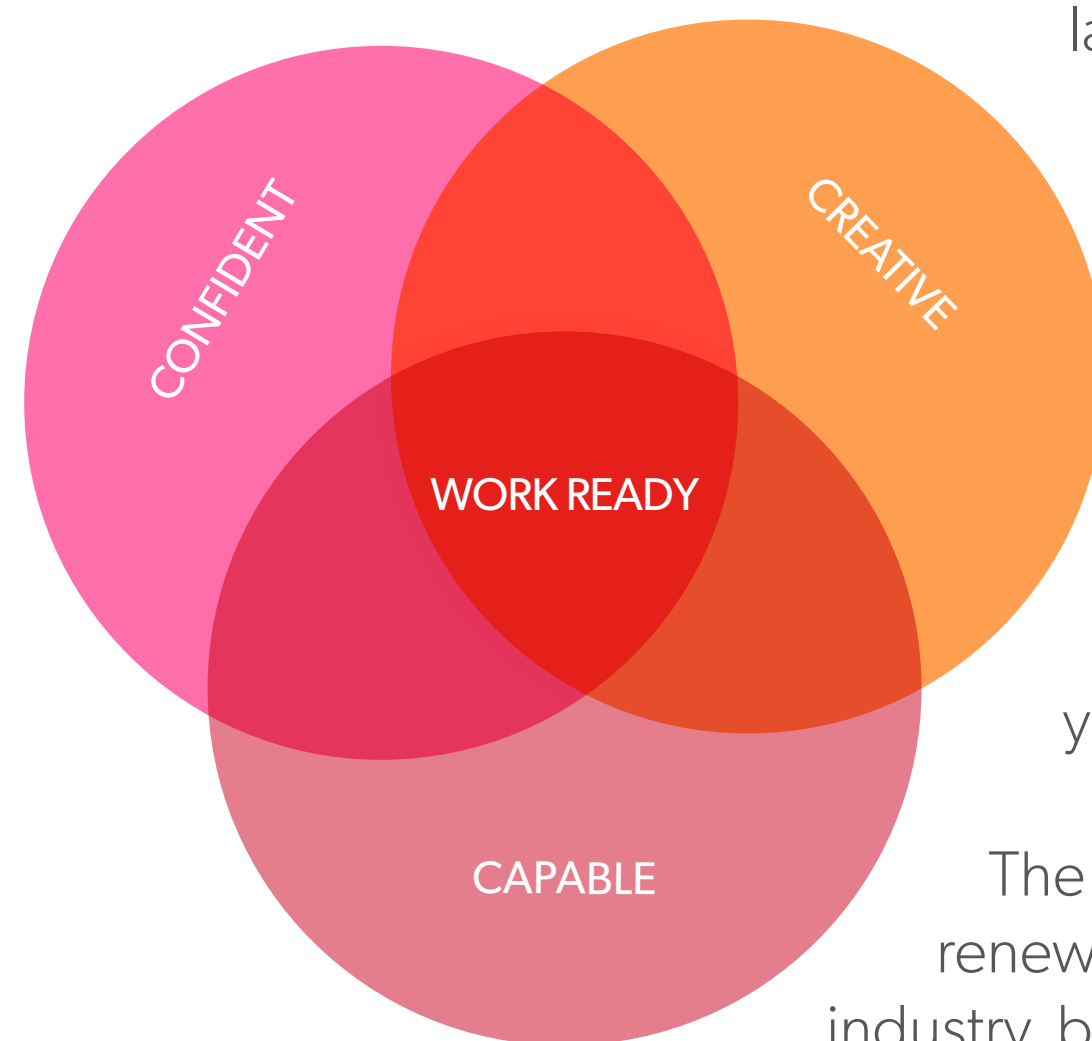
Through a blend of active skills training, volunteering, work experience and job placements, students create their career in the Event economy. We call it becoming 'work ready'.

Capable: We make sure you know your stuff

Creative: We support you to become a problem solver and creative thinker

Confident: We challenge you to grow by developing crucial 'soft skills'

We apply learning techniques with high levels of involvement and teamwork...using tasks, discussion and feedback around real event projects.



Taught by Industry Leaders from every sector, you receive the latest insights and guidance as well as building a valuable network.

Our personalised, hybrid teaching methods reflect the way the industry works...giving you the skills and confidence to deliver any type of event in any sector.

Our placement team works with you to offer roles in your preferred sector (most of which are paid).

The result? You leave us with skills for life, an infectious energy, renewed confidence and the capability to not only work in the industry, but to lead it.



Where do our students go?

Here are a few of the companies where our students work and what their leaders have to say about us and our students.

“We have employed dozens of students over the years, to the extent we gave up our graduate programme” - HR Director of Clarion



Our **courses**

The course combines the Foundation Certificate, Intensive Diploma & Postgraduate Diploma with mentoring from senior tutors. The journey through these practical courses, builds the knowledge and confidence to achieve a much higher level of learning in a much shorter time.

Foundation Certificate

Level 3

•
5 full days
in class

•
1 Site Visit

1 Group Project

1 Multiple Choice Exam

Core Modules

Intensive Diploma

Level 4

•
Intensive: 2 weeks

•
2 Site Visits

•
1 Live Client Group Project

1 Multiple Choice Exam

Core Modules

Industry Sectors

Mentoring

Postgraduate Diploma

Level 7

•
6 months part-time,
3 months working

•
5 Site Visits

•
4 Live Client Projects
incl. 1 Live Event

1 Multiple Choice Exam

Core Modules

Industry Sectors

Additional Modules

Tutorials

Mentoring

Degree Alternative

From Level 3 to Level 7

•
12 months;
9 months study,
3 months placement

•
8 Site Visits

•
5 Live Client Projects
incl. 1 Live Event

3 Multiple Choice Exams

Core Modules

Industry Sectors

Additional Modules

Tutorials

Mentoring

Additional coaching

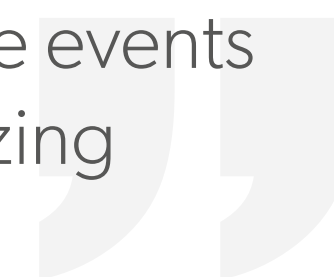


Lucy Morgan

Project Manager, FIRST at Goldman Sachs

My experience at Event Academy has been nothing but brilliant. I had known for a while I wanted to get into events but couldn't find the right course for me until I came across EA, and I am so happy that I did. I was a 'Degree alternative' student and have just completed the postgraduate course.

I don't necessarily count myself 'academic' and I was worried that I wouldn't be a high achiever, but I have surprised myself and realised my potential in the events world. The support from lectures was amazing throughout.



Features and Benefits

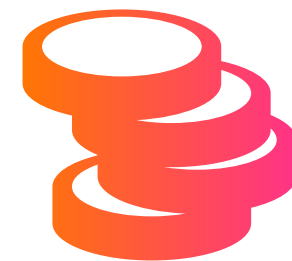
The ultimate course for a school leaver; earn & learn your way into a career



Build your skills & confidence on a range of real projects and deliver your own fundraising event



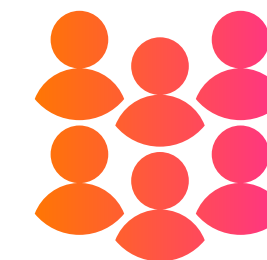
Recognised qualification accredited by
The Chartered Institute of Marketing



Earn while you learn and get paid to work and volunteer at events including Brit Awards, Glastonbury and Secret Cinema



Guaranteed **3 month work placement** arranged for you with additional coaching on interview skills, CV creation & job roles



Instant network with over 4,000 alumni in the industry – international contacts and credibility



Up to date course content from expert lecturers covering all aspects of live, virtual & hybrid event management



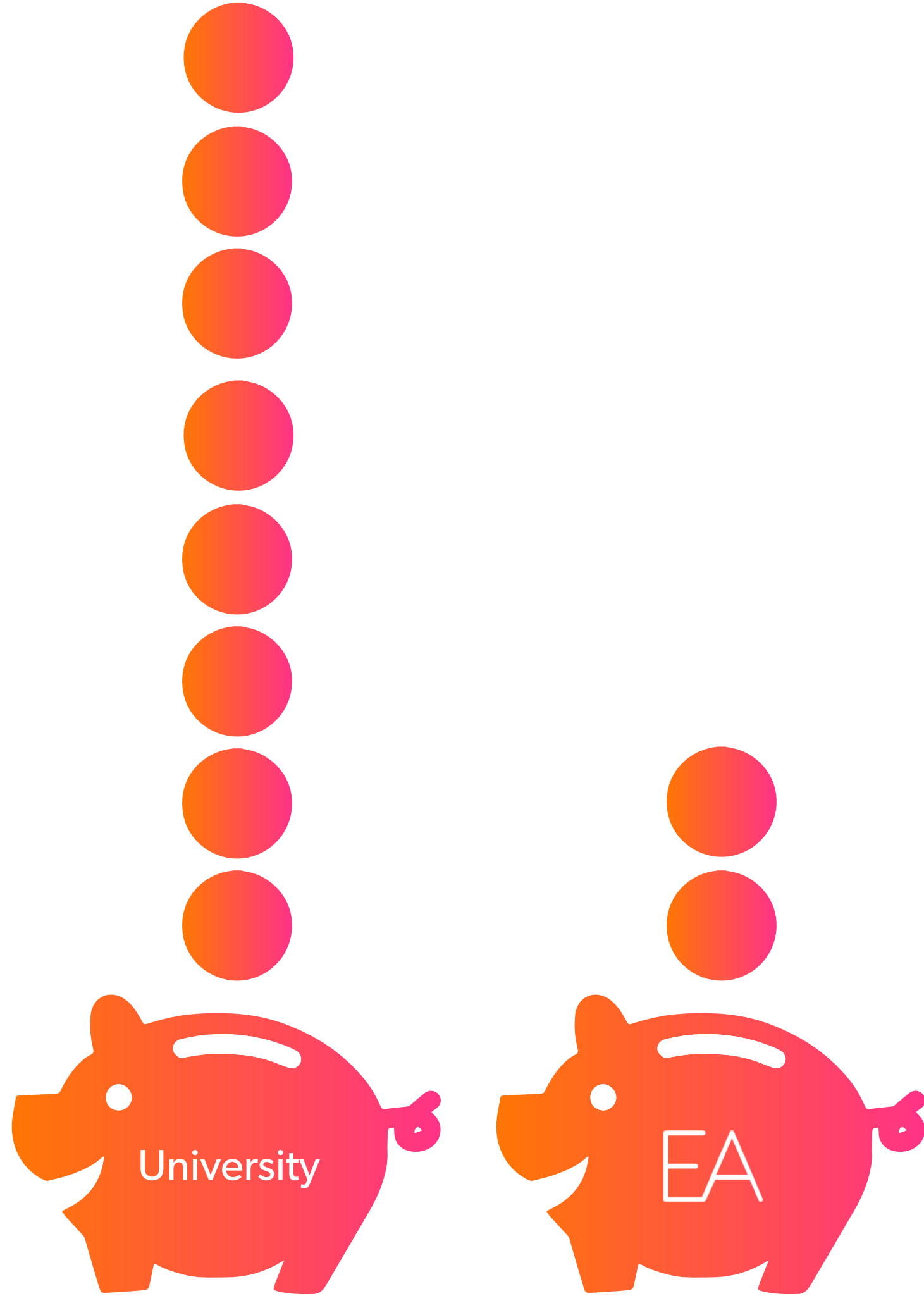
Volunteering roles to gain experience, enhance your CV & build your contacts



Visit multiple **event venues and agencies** to get behind the scenes of event delivery

University vs. Degree Alternative

Costs of Degree Alternative vs. University



	University	Degree Alternative
<i>Timeframe</i>	3 years	1 year
<i>Dropout rate</i>	19%	3.5%
<i>Level</i>	5/6	7
<i>Employability</i>	90% employed somewhere	90% employed in Event Industry
<i>Job Guarantee</i>	No	Yes or £500 refund



Core Modules

Operational & Strategic Planning

Understanding the foundation and structure of a successful event through the process of creation. Being able to deliver an event within the budget is also key.

Venue & Risk Management

The process of sourcing the right venue for an event, how to conduct site visits and the key event documentation. Learn how to evaluate risks involved for all stakeholders from health & safety to risk assessments and insurance.

Supplier & Logistics Management

Understand how to deal with external suppliers from investigating costs, booking and managing the delivery on the day. From caterers to entertainment this is an essential skill.

Client & Customer Relations

Learn how to work effectively with your clients to understand their brief and respond with your own ideas.

Digital & Social Marketing In Events

The process of understanding who your potential audience are and how to reach them is key to any successful event. Learn how to analyse who your audience are, what their needs and motivations are, create a marketing plan, apply your marketing techniques and measure your outcomes.

Production & Technical

From sound to lighting, AV can make a huge difference to any event. You will learn how production works and when it is required. Understand what costs can be associated with each area of your technical specifications and create event plans using relevant terminology.

Creativity & Storytelling

An essential part of an event manager's job, and one of the most fun parts, is the chance to be creative. However, there is an art to this and learning how to structure your ideas and where to get inspiration is key.



Industry Sectors

Festivals & Music

Learn the skills required to be the organiser of large-scale festivals and mass participation events. Get to grips with how festival sites are arranged, how the flow of attendees can affect a festival's success and if executed correctly, how festivals can have a huge cultural impact.

Charity & Fundraising

The charity sector is one of the fastest growing sectors in the industry. Learn the principles of charity events and find out why they are an integral part of the fundraising mix. Develop skills that will enhance negotiation and persuasion and become proficient at managing not-for-profit budgets.

Corporate Events

Learn how corporate events can be designed to enhance a business strategy and develop tactical skills that will add value to an organisation. Practice the art of communicating at all levels to produce the very best content for corporate events.

Conferences, Exhibitions & Expos

Learn how conferences differ from other events, what clients want and expect, and how to deliver a great conference to meet specific objectives.

Fashion & Private Parties

Learn about the exciting and glamorous world of fashion and high end private parties. Develop skills in negotiation, VIP management and how to create a fashion event that will WOW an audience.

Wedding Planning

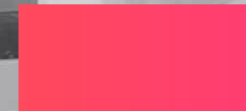
Train as a wedding planner. Learn the vital basic skills associated with creating and managing weddings. Understand what it means to create the perfect guest journey and give a bride and groom the best day of their lives.

Celebrity Events

Learn about the importance of celebrity events and the impact they have on society. Navigate through the intricate details of managing celebrities, agents and the media. Gain an understanding of the needs of VIP's in relation to large high profile events.

Careers Sector & Pathways

Examine how a typical day differs for corporate event managers, agency event managers, charity event managers, wedding planners, venue managers, festival organisers and suppliers. Discover where you would like to work in the event industry - guest speakers will also be invited to attend and discuss their roles.



Additional Modules

Setting Up Your Own Business

Know the why, what and how of setting up your own business in the event industry. You will understand the pros and cons of setting up an events business, how to research and evaluate a business idea, the legal requirements of setting up a business and how to market a business.

Experiential Marketing

Understand the definition of “experiential”, how event management is key to the creation of this type of marketing and how it is used widely by agencies to bring brands to life. Develop and plan experiential marketing campaigns, apply post event analysis and learn how to measure successful strategies.

Immersive Events

Understand how the immersion of all of the senses to create an illusory environment is created so that people feel like they are part of the event instead of an attendee. Learn how the use of technology and mixed reality as well as sets and cast members are combined to create the experience.

Commercial Sales

Understand the customer sales journey and how to recognise potential opportunities to sell. Look at trends within sales techniques and key reasons why people buy. Learn the art of closing a deal and managing a sales pipeline.

Event Technology

Understand how event technology used pre, during and post event can enhance a participant’s experience of an event. Learn about different technology both current and new to the event management industry.

Sustainability

Events that are environmentally friendly have a distinct advantage but can often be costly and heavily legislated. Learn how an event can become “green” whilst still making a healthy profit.

Diversity & Inclusion

An important part of our world today is ensuring that the events we create embrace our colleagues, employees and guests in an equal and fair way. In this module, we look at how we recognise these needs and meet them including culture, background, mental health, gender, disability, ethnicity and orientation.



Month by month

An example month-by-month breakdown of your Degree Alternative course

September

Preparation

Event essentials
masterclass
on-demand in your
own time

October

Foundation Certificate Course

5 days learning in
London venues
including 5 lectures,
site visits and a
real-life client project

November

Diploma Course

Two weeks: one week
in London venues and
one week of virtual
learning

Covering a range of
industry sectors and
commercial skills

December & January

Mentoring, Psychometric test & Volunteering opportunities

A chance to gain
work experience and
get support on areas
of development

February - June

Postgraduate Course

A mixture of London,
virtual and
on-demand modules,
projects, site
visits, placement
organisation
selection, Live event
and exam

July - September

Industry work placement

3-month placement
in an organisation
working in any one of
the sectors selected

Timeline

Stage 1

Stage 2

Stage 3

Stage 4

Foundation Certificate

Full time 1 week
October

Intensive Diploma

Full time 2 weeks
November

Postgraduate Diploma

Part time 6 months
February - June

Work Placement

Full time 3 months
July - September

This is an example timeline for a Degree Alternative Course starting in October. Between each course you'll be required to complete additional online study modules and will have personal development and mentoring sessions with a senior tutor.

Project Briefs

Team work is a critical skill of an event manager.

To prepare for this, we ask you to work within small groups on projects. This is a safe environment wherein you can challenge yourself, make mistakes and develop your skills.

Students will respond to a “real life” client brief. Previous briefs have been from Pret a Manger, Net Jets, Adidas and EE Mobile Network. Your event ideas will then be presented back to the actual client, replicating a “real life” scenario.

The final project as part of the Degree Alternative course will be to create a real event from a brief within a set budget. The objective is to raise money for our charity. We are proud that to date we have raised over £200,000 for Teenage Cancer Trust and other charities.

Student Hub & Resources

Every student has access to everything they need 24 hours a day on our HUB, which can be accessed from any device.

You are able to access slide decks from all the modules and lectures you attend so you can refer back to them.

You will also find:

- Quizzes to test your knowledge for each module
- Downloadable resources: Templates, Guides and Tasks
- Bonus sessions, Vlogs and webinars
- Event glossary of terms and meaning
- Links to recommended films, articles and organisations
- Recommended reading lists
- Student support team to answer questions
- Jobs Board
 - Full Time Jobs in the Industry
 - Freelance work to supplement your studies
 - Volunteering roles to network and experience different sectors of the Industry



“”

My work placement was secured at the world's leading private jet company – Netjets. I was made to feel very welcome. More importantly though, I was presented with meaningful and challenging responsibilities straight away, rather than being left to undertake menial roles. [I have worked there ever since]

**Jemma Smith, Alumni
Global Events Manager, Netjets**

Jobs Board

Networking is an important part of the event industry. To help you develop an industry network and build experience, we offer Earn While You Learn and Volunteering Opportunities to all of our students.

You'll have access to a monthly calendar of events taking place around the UK to sign up for – some are volunteering, some are paid. Our calendar of over 100 events every year has blossomed into an enviable list covering all sectors of the industry. Opportunities include The Brit Awards, Secret Cinema, Boardmasters Festival, the LGBT Awards, British Summer Time Festival, The Un-Wedding Wedding Show, adidas City Runs, The London Marathon, Fashion Scout, MDNA Charity Ball, Wilderness Festival, UN Film Festival and TedX Brighton.

The Jobs Board provides a chance to work within different types of events, add meaningful experience to CV's, showcase skills and promote your enthusiasm for the events industry to potential employers. We know from experience that these roles can lead to long term employment so we understand the value of encouraging our students to take part.

Students have access to the Jobs Board throughout their course and for a limited period following.

Work **Placements**

Our Degree Alternative programme includes a guaranteed three month work placement.

We work closely with each student individually to ensure that the right placement is found with the right company to match their unique ambitions and skill-sets.

Students will be guided throughout the process to polish their CV's and interview techniques before applying for potential roles. We have over 200 agencies, venues, charities, festival, fashion and corporate placement companies that we work with. If a student has a specific company they wish to approach we will do our best to facilitate this.

Recent placement companies include Virgin Sport, Mama Festivals, The Department, Netjets, Bovingdon's Catering, Clarion Gaming, The Proposers, Vision 9 Festivals, M&C Saatchi, WRG & Imagination.

We are able to place students in high profile companies because they have completed courses with us and are work-ready.



?

*All your questions
answered*

Student **Services**

We know that starting a new course can sometimes be daunting so we are here to help. The moment you sign up for a course you will become part of our student community and will be supported by our dedicated Student Services Team.

This starts with us welcoming you and also providing you with important information for your course including:

- Joining information
- Course resources
- Lecture & site visit logistics
- Exam details & final grade confirmations
- Access to the Jobs Board
- Feedback surveys

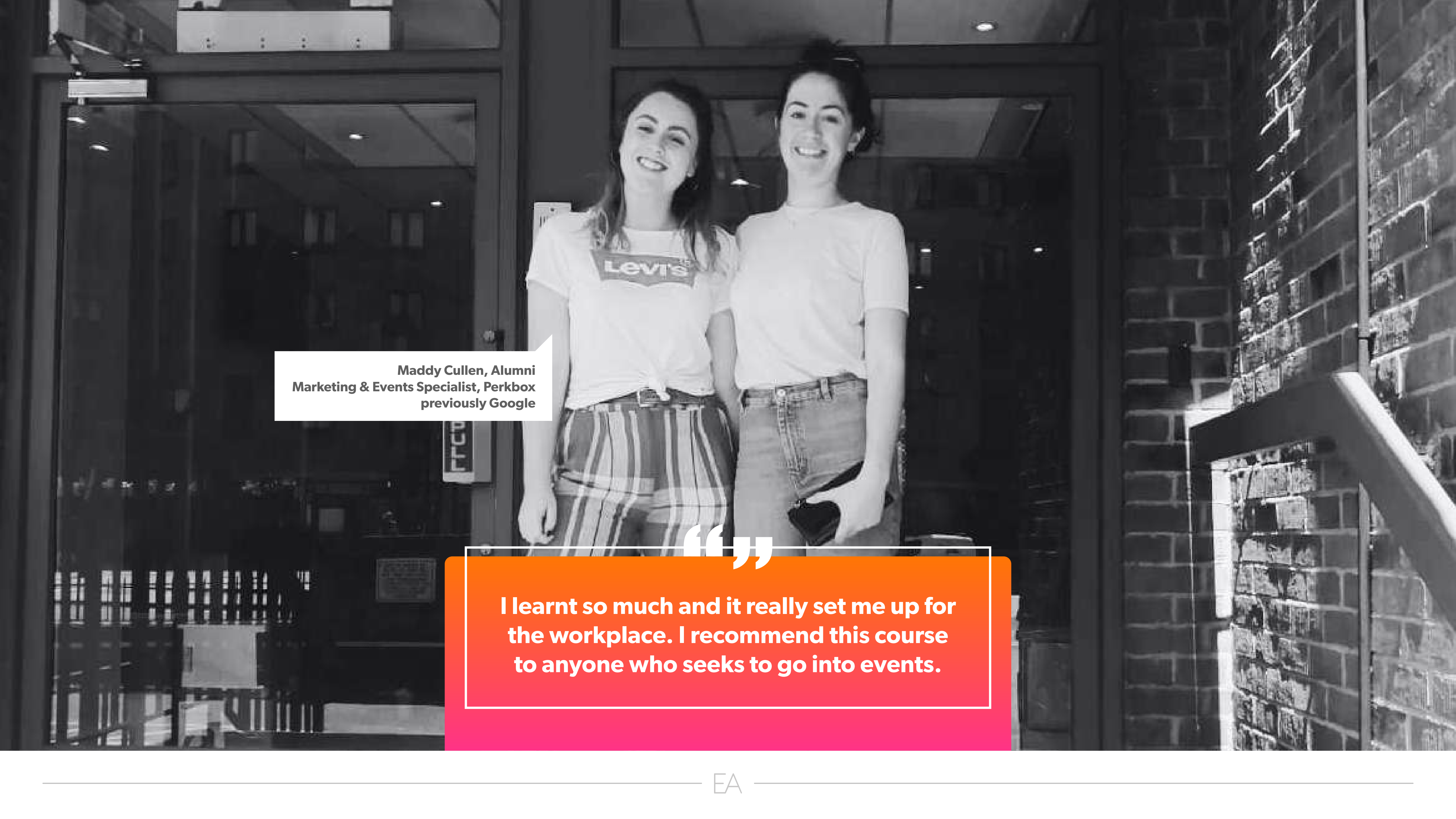
But more than that our team are here to help with pastoral care of our students. We understand that sometimes studies can be impacted by life events so we are here to help with any questions, worries or concerns.

Our job is to give you all the help and support you need to succeed.

Alumni

We strongly believe that, once you become a student of Event Academy, you are part of our Academy forever. We want our alumni to grow and as they move into the industry to remain part of our network.

To ensure we can support alumni, we hold regular events and meet ups where we are able to call on our network of experts and professionals to speak and debate with our alumni and guests on any number of subjects.

A black and white photograph of two young women standing in front of a glass door at night. The woman on the left is wearing a white t-shirt with a 'Levi's' logo and striped shorts. The woman on the right is wearing a white t-shirt and jeans. They are both smiling. The background shows a brick wall and a glass door with a metal handle.

**Maddy Cullen, Alumni
Marketing & Events Specialist, Perkbox
previously Google**

**I learnt so much and it really set me up for
the workplace. I recommend this course
to anyone who seeks to go into events.**

Our **Accreditations**



The Chartered Institute of Marketing

We are the only event management course provider to be accredited by the globally recognised Chartered Institute of Marketing. It took nearly two years to earn this accreditation and we are very proud of it.

The CIM is valued by employers globally and recognised as a high quality academic and vocational qualification - studying with us means your CV stands out from the crowd.

Our courses are also endorsed by The Institute of Hospitality and are CPD Certified. You also receive the benefits of being a part of the National Union of Students and a Totum card.

Our **Lecturers & Experts**

Our lectures are delivered by highly experienced event professionals who come from all areas of the industry and share our commitment to delivering the best event education and training possible. For example, our Course Director, Rosie Ham worked as VP of Events Business at Goldman Sachs. Josef Jammerbund, previously Head of Events for London Fashion Week, lectures on Fashion & Private Parties and Sasha Cullen, previously Head of Weddings at The Savoy, lectures on Weddings. These industry practitioners are up-to-date with the latest developments and opportunities within the event world. They bring the latest thinking, as well as their expansive career experiences and stories to share with our students.

Lecturers:



Experts:





Do you have some questions you'd like answered?

Maybe you'd like to discuss your ambitions.

We are here to help.

<https://eventacademy.com/course-consultations/>



Our Home – London

Our live lectures take place in event venues and locations across central London providing each course with a rich variety of insights into the workings of recognised venues



Qualifications

What qualifications do I need?

Our entry requirements are flexible, so we interview all our students prior to offering them a place (either in person or over the phone). We are looking for a number of things:

- A positive, can-do attitude
- Good written and spoken English
- Previous, relevant event experience
- Previous qualifications

Do I need event experience?

No. However, it always helps to have some experience of events no matter how big or small. This will give you an idea of where you might like your career to take you in the event industry and give you an insight into the fundamentals of putting an event together.

Is there a minimum or maximum age?

We don't have a maximum age for our courses but we do require students to be a minimum of 18 years old to study with us.



Are we any good?

Our students are our ambassadors – you can read more reviews on our Reviews website: <https://www.reviews.co.uk/company-reviews/store/ashdown-academy>



Lucie-Stella

The Event Academy helped me every step of the way throughout all of the courses, and the lecturers really cared about me which created such a positive atmosphere to work in and to have fun in! I learned so much and secured an excellent placement. I definitely made the right decision not to go to university.



Yan Okretic Garbarino

Simply amazing! Since the beginning, the teachers encourage you to develop an event manager mind set. We had classes in different types of venues which was great to better understand the market and how to face this market. Besides that, they teach you the skills that will be useful for everything in your life, not only in events. I have grown so much during this period.



Course Prices & Start Dates

What are the course prices?

To see the most up-to-date prices, check the Degree Alternative course page:
<https://eventacademy.com/course/degree-alternative/>

We do occasionally offer bursaries to support students. Please speak to our Admissions Team if you wish to make a formal application for a bursary.

What are the course start dates?

All of our courses have multiple start dates throughout the year. You can view our upcoming course start dates here:
<https://eventacademy.com/course-dates/>



Application Process

How do I apply?

Step 1: Research our courses

Step 2: Download our brochure

Step 3: Book a call to discuss your options or come to an Open Day

Step 4: Select your preferred course

Step 5: Provide a CV or summary of your experience and academic achievements and why you want to do the course

Step 6: Follow up appointment

Step 7: Offer letter sent from Event Academy

Step 8: Enrol by paying the course deposit





EVENT ACADEMY

For more information, please visit our website
www.eventacademy.com