

# event SCHOOL

MANAGEMENT

---

*Presented by a Partnership For Excellence in Event Education.*





# THE SCHOOL

Quality festivals and events are among the most successful tools available to communities, states, regions, and even countries to increase tourism, create powerful and memorable branding and imaging opportunities, bond people together, encourage positive media coverage, enhance economic impact, and add to the quality of lives for those who live there. On the other hand, a poorly planned, managed and executed event can have a reciprocally opposite effect.

Over time, events themselves have changed; from often informal affairs to spectacular productions, requiring new sets of skills, experience, creativity, financing, planning and leadership. As a result, event management has evolved into a business and an industry, with new demands, challenges and expectations every day; from attendees / participants; sponsors; host communities and a plethora of other partners that the success of any event depends on.

Presented by two of the most respected professional associations in our industry – the International Festivals & Events Association (IFEA) and the National Recreation and Park Association (NRPA) – the Event Management School at Oglebay National Training Center in West Virginia was designed around the concept of bringing new and mid-career industry professionals together with some of the most highly-respected and experienced professionals in the field, for a comprehensive educational and networking opportunity that will cover the critical basics of successful event management and then put students in an applied-knowledge project environment to test and further what they have learned.

*"No other investment is more important for the board of a festival or special event than to assure that their staff is growing in their professional development. The Event Management School at Oglebay provides our industry with one place for new and mid-management level professionals to receive intensive, comprehensive training in the core competencies of event management, conducted by many top professionals in the field. It is the equivalent of a full-brain download for those who want to have a well-rounded, working understanding of our profession."*

Bruce L. Ercley, CFEE, APR  
President & CEO  
Creative Strategies Group





*"If you were applying to my organization for a job - and I knew that you had completed the IFEA / NRPA Event Management School program - your resume would rise to the top of the pile."*

*Jeff Curtis, CEO  
Portland Rose Festival Foundation*



## THE PROGRAM

The Event Management School is designed as a two-year continuing education program. Students live on-site at the Oglebay Resort and National Training Center with their professional peers and instructors during the one-week institute each year, adding a unique one-on-one networking opportunity for everyone. Year One Students at the Event Management School follow an intensive, interactive, classroom pathway through 24 hours of topical training, from a clear definition of event management as a profession through to the final and important evaluation phase of an event. Year Two Students take it up a notch in applied workshop settings and a unique hands-on, deadline-driven, event concept design, team project experience that combines many critical event management skills, that can be transferred to multiple, real-life scenarios. Event-expert team advisors help to guide event teams through a week of market research, concept creation/design, budgeting reality checks, human resource challenges, and presentation stages of an all-new event concept, for a specially selected city, with a

limited-use "Client" contact. Teams will present their completed plans/concepts to a panel of industry leaders and fellow-students on the last day, who will offer critiques, insights and accolades. Plans/Concepts approved by the expert panel will be shared with the selected city for consideration in their market.

### THE REWARDS

The Event Management School will bestow an Event Management School Diploma to those successfully completing both years of this intensive continuing education program. For those needing CEU credits, the NRPA will provide 2.0 CEU's for each completed year. Additionally, for those desiring to 'raise the bar' by registering for the IFEA's professional certification program (separate registration required), successful completion of the two-year Event Management School will earn you designation as a 'Certified Festival & Event Associate' (CFEA), the first phase toward future attainment of your 'Certified Festival & Event Executive' (CFEE) designation, which recognizes an industry-focused combination of

top-level experience and continued education.

Additionally, all students enrolled in the program will receive one full year's access to the IFEA's professional education on-line Webinar series (a \$1000 value). (Live Webinar presentations only.)

### WHO SHOULD ATTEND

- Current mid-management event staff looking to broaden their knowledge base while enhancing their professional networks.
- Parks and Recreation managers and staff who produce and/or work with local events.
- Those new to the Event Management field.
- Event Management students looking to strengthen their professional resumes.
- Key event volunteers looking to expand their capabilities.

### INSTRUCTORS

Event Management School instructors are selected by the International Festivals & Events Association (IFEA) from among the top event management professionals in our industry today.



# THE CURRICULUM

The Event Management School first-year curriculum was created with the goal of providing a strong basic understanding and awareness of the multiple, critical components involved in event planning and management. The second-year curriculum builds upon that first-year knowledge-base by providing more applied workshop-styled opportunities in specific areas, together with a project-based opportunity to help bring the 'real world' a little closer to the classroom.

*NOTE: The Event Management School curriculum is not targeted at the corporate meeting-planning niche of our industry, but rather the outdoor public event sector.*

*"The Event Management School at Oglebay has created a vital tool in developing festival and event industry professionals. As any event producer can attest, training new staff often amounts to a "sink or swim" option. To have a venue where personnel can learn, interact and network with industry leaders and instructors will increase professionalism and output multiple-fold."*

*Mike Berry, CFEE  
President & CEO  
Kentucky Derby Festival*







## YEAR ONE CLASSES

### **Strong Foundations: Understanding Event Management and How to Build a Successful and Sustainable Event**

The success and sustainability of an event is ultimately built upon the foundations that have been laid long before the public ever experiences it. Behind that success you will find a well-developed pattern of planning and processes, passionate leadership, a dedication to creativity and quality, and the ability to operate as a professional business that clearly understands their product, target market and industry. This session will lay the foundation for the realities of our field and the training to follow in the week ahead.

#### **Step One: Business Plans**

A successful event doesn't start with the fireworks finale. Behind every exciting, fun-filled event is a well-run business, complete with paperwork, planning meetings, legal obligations to be met, and partnerships to be built. Reputations are often based far more upon the business side of your event than on who your headline entertainers are. We'll teach you what you need to be thinking about.

#### **Arriving at the Bottom-Line: Event Budgeting and Budget Management**

Every time there's a good idea, someone brings up the budget! A realistic and

informed budget can set the stage for a less stressful and more profitable event. We'll teach you how to create and use a budget to guide your success.

#### **Putting the 'Community' in 'Community Events': Building a Strong Volunteer Program**

Volunteers put the 'community' in 'community events' and some events have legions of dedicated workers who bring valued skills to the table while holding costs to a minimum. This session will cover critical components of a successful volunteer program, including recruiting, training, management, communications, retention and rewards.

#### **The Basics of Sponsorship Sales and Service**

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn't just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will learn about the valuable world of mobile-marketing. And, we'll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners that events depend on.

### **Food & Beverage Programs**

A well-run food and beverage program can add to both the event experience for attendees and the bottom-line for the event. This session will cover the components and considerations of a successful on-site food and beverage program.

### **Merchandise Programs**

From keepsakes to entry tickets; sponsor promotions to retail outlets; on-line and on-site; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

### **Event Administration & Legal Considerations**

Really? I have to think about that? Despite being a 'fun' industry, there are lots of behind-the-scenes 't's' to be crossed and 'i's' to be dotted; obligations to be met; risks to be avoided/protected against; staffs and boards to be managed and supported; services to be secured and contracts to be signed. We'll do our best to help you understand and successfully manage those.

### **Marketing & Mediums: Traditional, Social and Creative**

All the planning in the world won't make for a successful event unless it is properly

**NOTE:** All sessions are subject to change.



marketed. This session will talk about how to develop an effective marketing plan and considerations for working with traditional media (television, newspaper and radio... yes, they are still around and still important) as well as today's newest technology options.

### **Social Media Marketing: Understanding the Landscape, Benefits and Challenges**

It's a new and quickly changing world, with Facebook, Twitter, LinkedIn, Snapchat and many, many more. How do you decide which ones are important and use them as an effective part of your event marketing mix? This session will provide a more in-depth look at maximizing new technologies and opportunities.

### **Operations: From Vision to Reality**

The expansive area of 'Operations' is where the rubber meets the road and this important session will cover multiple areas that can make or break an event:

- **Event Infrastructure:** The infrastructure for many events is a lot like building a small village where the day before there was nothing. Stage, lights, sound, tents, vehicles, decorations, bleachers, food delivery, trash pick-up, communications, utilities, parking, et al., we'll talk about what you may need, where to go get it, and lots of insider-tips to remember in the process.
- **Attendee & Support Services:** Whenever you plan to draw a crowd, you've got to be thinking about what their needs may be: information, medical, lost kids, rest areas, ATM's, restrooms, trash disposal, signage, communications, safety and security plans; accessibility; and much more. We'll make sure you don't forget anything.

- **Programming, Site-Design and Event Flow:** When did having fun require so much thinking? Like a theme park, effectively planning your event programming, site layout, service accessibility, etc., can ultimately affect sales; safety; friendly-neighbor relationships; and the overall experience for your attendees. We'll cover some important, if not critical, considerations that will keep your event flowing smoothly.
- **Environmental Realities:** Events can play an important role through education and as a role model in protecting the environment. We'll touch on a range of 'Green Reality' options that events can consider today.

### **Introduction to Event Risk Management**

Risk management is a central part of any event organizing committee's planning cycle – it's both an operational and "duty of care" requirement. It is a process whereby the event planning team methodically addresses the risks associated with their activities, with the goal of treating or mitigating those risks which may have an adverse impact (financial, image, reputation, etc.) on the event if the risk is materialized. We'll make sure you are focusing on all the critical considerations.

### **How'd You Do? Surveys, Evaluations and Economic Impact Studies**

No event is complete until the last survey and evaluation is in. This is the first step in all future events and this session will teach you how to do it effectively and cost-effectively.

### **The Common World of Events and Cities: Building Community through Proactive Events Management**

For events to meet their full potential, to all interested parties, we must learn to see

ourselves as a singular team of partners working toward common goals. Key among those partnerships is the one between events and cities. This session will talk about what a successful partnership looks and feels like when it works.

### **Is Everyone Invited? Including Fans with Disabilities**

In the United States, events that are open to the public are required to comply with the *Americans with Disabilities Act*, known as the world's most stringent disability rights law, but the lessons are important ones to consider at events around the world. This fast-paced session provides practical information and a format for designing a comprehensive Access Program for your festival/event. What are important but often forgotten aspects of a well-managed Access Program? Are you required to accommodate every request? What are some low-cost solutions? We'll help you avoid litigation by being prepared.

### **Year-Two Team Event Presentations**

Year-One Event Management School students will participate in the City Event Concept Project reports by second year student teams, asking questions, and serving in the shared role of Panel Judge #5.

## **COMBINED CLASSES**

### **Open Forum Roundtable Discussions**

Here's your chance to ask what we haven't answered; to explore what we haven't expanded upon far enough. Students from both years classes are given the opportunity to define a series of Roundtable discussion topics, on-site, and then join their peers and instructors for an evening of networking and learning.



# YEAR TWO CLASSES

## **The Application of Project Management to Events**

Events are the end result of countless details, processes, and tasks, all coming successfully together; but how do you manage all of those priorities and make sure nothing falls between the cracks? Project Management is an accountable management method using tools and techniques honed over 50 years of use around the world by governments, corporations, and selected events. This session will set the stage for coordinating everything else that follows and provide an important tool for all those attending.

## **Applied Programming Development / Designing and Controlling the Event Experience**

Like a work of art in progress, students will learn how industry professionals research and stay current with a selected city / event market and go from concept to reality, developing and visualizing event concepts and event programming/operational plans, taking into account original goals and visions, target audiences, venues and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way.

A step beyond planning the event program, the event 'experience' for attendees must also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun, memorable and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this session.

## **Applied Budget Development**

Working from a draft event program plan, and other desired 'bells and whistles' that impact the event 'experience', students will learn how to develop an event budget, discussing what to include, how/where to research, fair and realistic estimates, the keeping of formula and assumption notes/records, use of a budget in managing an event throughout the planning and production process, budget reports, tracking expectations and more.

## **Applied Sponsorship Research**

Before you start selling your event, you have to first do your homework. This session will instruct students on how to conduct sponsorship research, where to look, what to look for and how to use what you find.

## **Applied Sponsorship Proposals**

## **and Follow-Up Reports**

"It's all in the presentation..." or so goes the old (and true) adage. Students in this session will learn about and practice writing sponsorship proposals and follow-up reports; two points-of-critical impact with sponsors.

## **Inside Perspective: What Cities Want from Events and the New Age of Partnership in Municipal Event Management**

The relationship between cities and events has been evolving (sometimes devolving) for many years. Whether you are creating a new event or continuing to build upon a long-existing one, you must first start from a level of understanding about what cities want from events. Combining your goals with theirs, you can build a lasting and powerful partnership that will provide exponential benefits for everyone. This session will define some of those key goals and how to achieve them.

## **Is Everyone Invited? Advanced Considerations for Including Fans with Disabilities**

Following on our introduction course in Year One, this important session will delve a step deeper into the design and management of a comprehensive Access Program for your festival/event, assuring that everyone is invited and welcome. From service animals and signing, to infrastructure and training, we'll help make sure that you are prepared.

## **Advanced Risk Management / Contingency Planning and Event Security / Emergency Management**

The tragedy of realities like the Boston Marathon bombings, together with more common concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, shootings and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all of the many incidents / possibilities that can / may affect our events on a moment's notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through contingency planning and preparation, as well as on-site during an event.

## **City Event Concept Project & Presentations**

The City Event Concept Project will provide a substantial hands-on experience with an event focus. Event expert team advisors will help to guide event teams through a week of market research, concept creation/design, budget reality checks, and presenta-

tion stages of an all-new event concept(s) for an actual city (including limited-use "Client" contact). Teams will present their completed plans/concepts to a panel of industry leaders and fellow-students on the last day, who will offer critiques, insights and accolades. Final plans/concepts deemed the most feasible will be offered to the selected city for consideration in their own internal creative process and the winning team will be recognized for pride and posterity on the Event Management School 'Oglebay Cup' trophy.

During the week, each team (assigned randomly to reinforce the reality of an event environment) will participate in the following project steps:

- Research and Development of Creative and Innovative Event Concepts to Serve Market Audiences, Event Calendar, Organizational Mission, Available Venues, and Unique Capabilities
- Research & Development of an Event Programming / Management / Operational Plan and Expense Budget to Meet Defined Goals
- Research and Development of an Event Income Budget with Suggested and Realistic Sources, plus Sales Strategies, to Meet Defined Goals
- Professionally Delivered City Event Concept Presentations (all team members must play a role in the final presentation) in the format of an outside consulting firm presenting concepts to a client

Teams will be assessed on Team Work, Event Proposal / Plan and Presentation.



**NOTE:** All sessions are subject to change.