

# event MANAGEMENT SCHOOL



*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. Erley, 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, instructors, and peers from other events and markets increases professionalism and output multiple-fold."*

*Ted Baroody, President, Norfolk Festevents*

## THE COVID-19 PANDEMIC

The Covid-19 Pandemic took a large toll on the global festivals and events industry, throwing 'Best Practices' out the window and causing us all to reimagine the future in the midst of unimaginable challenges. And while recovery of the industry – collectively and individually – is still ongoing and will likely take a number of years, we all answered the call, together, by learning how to re-present our events in new formats; how to re-open safely as able; how to re-connect with our communities and stakeholders; how to re-imagine the future of events in an extended or post-pandemic world; and how to re-structure our events to maintain our financial sustainability moving forward. These lessons and new ones, yet to come, as all of our vendors, sponsors, volunteers, host communities, staffs and attendees recover from and respond to their own specific challenges, will be addressed by our Event Management School instructors, as it pertains to each of their focus areas. Looking forward, our events have become more important than ever to bonding our communities and world together.





# YEAR ONE CLASSES

## **Strong Foundations: Understanding Event Management and the Importance/Impact of Quality Events**

The success and sustainability of any event boils down to the commitment and passion of the leadership and team that make it all happen. We'll take a moment to get us all off on the same foot, to clarify the multiple niches/specialties that make up our broader industry; the professional and personal returns that you can expect from working in event management; and the passionate leadership, dedication to quality and creativity, and professional skills that will help to ensure your success. 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 Successful 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.

### **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 them.

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

The expansive area of 'Operations' is where the rubber meets the road and this 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 some of the 'Green Reality' options that events can consider today.

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



### **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.

### **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 also 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 we all depend on.

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

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

### **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.

### **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. What is it? 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 the critical considerations.

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

It's a new and quickly changing world, with Facebook, Twitter, LinkedIn, Instagram, blogs 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.

### **The New World of Event Ticketing, Financial Transactions and Audience Expectations**

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

### **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? How to Include 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? Help to avoid litigation by being prepared.

### **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.

### **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 #4.

# 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.

## **Human Centered Design to Enhance the Event Experience**

Design Thinking is a process to assist you and your organization in developing a common language for innovation and creative problem-solving skills. Design Thinking keeps your event planning focused on the people for which you are designing the experience. By participating in this interactive session, students will leave with a newfound creative confidence to change how they think about designing human-centered, memorable event experiences. Participants will work together through a challenge in which they apply their Design Thinking skills to an actual problem and come to a common creative resolution.

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

The tragedy of realities like the Las Vegas shootings and Boston Marathon bombings, together with concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, sexual assault, gang-related violence 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 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.

## **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-ex-

isting 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 to signing to infrastructure, we'll help make sure that you are prepared.

## **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 sponsor research, where to look, what to look for and how to use what you find.

## **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 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.

## **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 presentation 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.

# 2022 Event Management School Schedule

TIME	Sunday January 16	Monday January 17	Tuesday January 18	Wednesday January 19	Thursday January 20
7:00 a.m.		Breakfast	Breakfast	Breakfast	Breakfast
7:30 a.m.					
8:00 a.m.			Educational Sessions	Educational Sessions	Educational Sessions
8:30 a.m.					
9:00 a.m.					
9:30 a.m.					
10:00 a.m.					
10:30 a.m.					
11:00 a.m.					
11:30 a.m.		Lunch 11:45 a.m. - 1:15 p.m.	Lunch 11:45 a.m. - 1:15 p.m.	Lunch 11:45 a.m. - 1:15 p.m.	Lunch 11:45 a.m. - 1:15 p.m.
12:00 p.m.					
12:30 p.m.					
1:00 p.m.					
1:30 p.m.		Educational Sessions	Educational Sessions	Educational Sessions	Educational Sessions
2:00 p.m.					
2:30 p.m.					
3:00 p.m.					
3:30 p.m.					
4:00 p.m.					
4:30 p.m.					
5:00 p.m.	Orientation				
5:30 p.m.					
6:00 p.m.	Welcome Reception and Dinner				



**JANUARY 16-21, 2022**

Presented by a Partnership For Excellence in Event Education.



**EMAIL, MAIL OR FAX THIS FORM TO:**

The National Training Center for Public Facility Managers at  
Oglebay Resort & Conference Center  
465 Lodge Drive, Wheeling, West Virginia 26003  
Phone: (304) 243-4126 • Fax: (304) 243-4106  
E-mail: ntc@oglebay-resort.com

**GENERAL INFORMATION.**

Full Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Name (as you wish it to appear on your badge): \_\_\_\_\_  
Company / Agency: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State / Province: \_\_\_\_\_  
Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

For any special needs of accommodations, please contact Oglebay at (304) 243-4126.

☐ 1st Year Student ☐ 2nd Year Student

**PACKAGE PRICES**

**SINGLE PACKAGE**

*Single Premium Room w/tuition*

**IFEA/NRPA MEMBER**

☐ \$2,056.35

**NON-MEMBER**

☐ \$2,206.35

*Single Deluxe Room w/tuition*

☐ \$1,964.21

☐ \$2,114.21

*Single Value Room w/tuition*

☐ \$1,849.03

☐ \$1,999.03

**TOTAL amount enclosed:** \$ \_\_\_\_\_

Please visit our website at [www.oglebay-resort.com](http://www.oglebay-resort.com) for Room descriptions.

**PACKAGE INCLUDES:**

- School tuition
- 5 nights lodging
- 4 breakfast buffets
- 4 buffet lunches
- Continuous coffee/ beverage breaks
- 5 beverage tickets
- Sunday and Tuesday buffet dinners
- Thursday Graduation Banquet plated dinner
- Friday morning continental breakfast
- All taxes and applicable fees included in package price

**METHOD OF PAYMENT:** A check, purchase order or credit card for the full package amount must accompany this form in order to complete enrollment. When paying with a credit card, the package amount will be charged to your card upon receipt of registration. You will receive confirmation from Oglebay Wilson Lodge.

**NOTE: The balance must be paid prior to arrival.**

☐ **Check** (make check payable to Wheeling Park Commission) ☐ **Purchase Order #** \_\_\_\_\_ ☐ **VISA** ☐ **MasterCard** ☐ **American Express** ☐ **Discover**

Print Cardholder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC Security Number: \_\_\_\_\_ (MC/Visa-3 digit code back) (AMX-4 digit code front)

**CANCELLATION POLICY:** A cancellation fee of \$100 will be charged for cancellation at any time up to 30 days prior to the school; 30 to 7 days prior, 50% will be charged; and with 7 days or less notice, no refund will be issued.

**HEALTH & SAFETY NOTICE:** The IFEA, NRPA and Oglebay will follow all on-going local and national health and safety regulations regarding the Covid Pandemic. Should regulations require an attendance cap, attendees will be accepted in order of their registration forms being received.

**FOR MORE INFORMATION:**

[www.NRPA.org](http://www.NRPA.org)  
800.626.NRPA (6772) 7-1-1 for speech and hearing impaired

[www.IFEA.com](http://www.IFEA.com)  
+1. 208.433.0950

[OGLEBAY.com/NTC](http://OGLEBAY.com/NTC)  
800.624.6988, ext. 4126