

## EVENT MANAGER BLENDED – INDUSTRY SKILL SETS 2019

The following 10 industry skill sets are widely recognised universal skill sets required by event professionals of the future. They are benchmarked against global best practice identified by the following organisations:

- Australian Qualifications Framework (AQF)
- Events Industry Council
- Event Management Body of Knowledge (EMBOK)
- Meetings Professionals International (MPI)
- Event Management International Competency Standards

<b>01. Events Industry Context</b>
An overview of the global events industry and the Australian context.
<b>02. Event Project Management</b>
The methods used to manage an event project from concept development to evaluation.
<b>03. Creative Concept Development</b>
The processes used to create powerful and effective event concepts.
<b>04. Communication and Connectivity</b>
Methods and modes of communication used in event teams.
<b>05. Event Experience Design and Delivery</b>
Methods and processes used to convert concepts to engaging and effective event experiences for attendees.
<b>06. Risk Management</b>
How to assess and manage risk across a range of areas including finance, safety, marketing and reputation.
<b>07. Sustainability Practice</b>
The development and implementation of sustainable management plans.
<b>08. Project Team Leadership</b>
The essential qualities, skills and attributes of inspiring and effective team leadership.
<b>09. Financial Management</b>
The systems used to create, monitor and evaluate finance for events.
<b>10. Professional Practice</b>
How to create and maintain a professional profile, develop a viable career pathway and demonstrate high ethical standards.

---

## EVENT MANAGER BLENDED – INDUSTRY MINDSETS

A mindset is a predisposition or attitude that we take to any task or role in our working lives.

Through extensive consultation with industry and a wide range of research COEM has identified 10 Mindsets that we believe are required by event professionals. Our aim is to support students in developing and refining these mindsets during their time with us:

<b>01. Curiosity</b>
This is the engine of all learning. Without curiosity there is no learning.
<b>02. Self-reliance</b>
Demonstrated by taking responsibility for one's own journey.
<b>03. Creativity</b>
Developing the capacity to work in complexity, uncertainty and ambiguity.
<b>04. Reliability</b>
Developing a deep and coherent understanding of the impact of your behaviour on those around you.
<b>05. Empathy</b>
A paramount quality needed for human interaction in work, family and global society at large.
<b>06. Collaboration</b>
Recognising that great things can be achieved through collective, co-active engagement.
<b>07. Fairness</b>
An essential human trait to be exercised at all times.
<b>08. Resilience</b>
Managing the challenges presented to you by developing a keen emotional intelligence.
<b>09. Flexibility</b>
The ability to adapt to constantly changing circumstances in your life, education and world.
<b>10. Well-being</b>
Leading a healthy, productive life as an autonomous person living in a global community.