



---

**DRAFT FRAMEWORK FOR DEVELOPMENT AND OPERATION**

## **INTRODUCTION**

This document follows on from the Rationale [Appendix 1] which was used to achieve support for the establishment of the legal entity of the Institute of Event Management. It sets out the Institute's role, management, operation and activities.

## **NAME OF THE ORGANISATION**

The "Institute of Event Management" is not a trade association, it is a **professional body** and will aspire to Chartered Status. In the United Kingdom the term "institute" is a protected word. The word "institute" may only be used by organisations which are professional bodies of the highest standing or carrying out research at the highest level or both. Use of the title "institute" requires approval from the Secretary of State. Approval for the legal entity for the Institute of Event Management was received in July 2012.

## **LEGAL ENTITY**

The legal entity approved by UK Companies House under the special names division on 3 July 2012, was achieved with supporting letters received from the following organisations:

AEME Association of Event Management Educators  
APPG All Party Parliamentary Group for Events  
BVEP Business Visits and Events Partnership  
DCMS Department for Culture Media and Sport – Minister for Tourism  
People 1<sup>st</sup> Sector Skills Council for the Events Industry  
London Olympic Games 2012  
Chartered Management Institute  
Excel London  
IMEX  
NEC Birmingham  
University of Chester  
Visit England

## **SCOPE OF THE INSTITUTE**

As a professional body, membership of the Institute of Event Management will be open to individuals who wish to gain professional recognition and a qualification, continue to develop their skills and knowledge and benefit from the Institute's resources, body of knowledge and global networks. Membership will be offered on a worldwide basis and open to all parts of the "Events Industry" as described in the Matrix [Appendix 2].

## **ADMINISTRATION**

A Secretariat to support membership and administration of the Institute will be established.

## **STRUCTURE OF THE INSTITUTE OF EVENT MANAGEMENT**

This document sets out the operational framework. The Institute will provide the opportunity for individuals to gain professional recognition, continue their professional development through online and other learning opportunities and be supported by a body of knowledge.

### **Stakeholders**

#### **Patronage**

Organisations and individuals are invited to support the development and implementation of the Institute.

A Founding Fellows programme will be established to recognise those persons who have made a significant contribution to the development of the events industry worldwide.

#### **Presidency**

The role of President will be a figurehead to champion event professionals and profile the Institute and its activities.

#### **Industry Stakeholder Consultation Panel**

Members of the Panel will represent key stakeholder organisations, practitioners, together with professional and business development experts, academia/education and the Sector Skills Council - People 1<sup>st</sup>. They will provide advice and support across all activities of the Institute.

In addition to the Stakeholder Panels specialist groups will be established to represent the Events Sector Matrix model with the ability to advise on specific requirements for continuing professional development.

#### **Executive Board**

The Executive Board has been established to manage the development of the Institute and be representative of all parts of the events industry and supporting organisations.

Additional members of the Board have been invited to represent major agencies, destinations, venues and centres, education and sector specialists.

Chair: Susan Spibey  
Business Adviser: Simon Moorehead  
Public Affairs Adviser: Tanya Sinclair  
Skills Adviser: Geoff Carroll  
Media Adviser: Robin Anderson  
Legal Adviser: to be appointed

Members:

Giselle Ripken, Grassroots Event Director  
Jacinta Scannell, MD Conference Collective and PCO  
Robert Ferneyhough FCIPD, HR Consultant  
Chris Pateman, CEO Federation of Communication Services  
Bev Griffiths, Emergency Planning College Director of Event  
& Public Safety Faculty  
NEC to nominate new representative

The Executive Board will be supported and guided by the Industry Panel and specialist groups.

The Board will be responsible for:

- Legal and Financial management of the Institute
- additional Executive Board membership
- strategy for the Institute's development and services
- mechanisms for management of the Institute
- membership recruitment strategy, member services and activities
- monitoring progress
- leading specialist panels

### **Sector Champions**

Sector Champions have been appointed to act as the interface between their own organisations and the Institute of Event Management together with representatives of a number of relevant professional bodies and suppliers to the sector.

They will work with the Industry Panels and specialist groups to advise on the content of continuing professional development, agree joint membership opportunities, support services and activities where appropriate for the following specialist areas:

### **Associations and Charities**

Damian Hutt, Associations Network

Trade Association Forum Representative [Chris Pateman, IEM Board Director]

International Union of Associations [invited]

Charities Representative [invited]

### **Commercial Conferences**

Clare Wormsley, The Global Conference Network

### **Corporate Events**

UNICEO United Networks of International Corporate Event Organisers [invited to be represented]

### **Event Agency**

David Hackett, Grassroots Chair

### **Exhibitions**

Excel Representative [to be advised]

IMEX Representative [invited]

### **Local Authority Events**

LAEOG Local Authority Event Organisers Group [invited]

### **PCO Professional Conference Organisers**

Jacinta Scannell, IEM Board Member and MD Conference Collective

### **Recruitment**

To be nominated

### **Sustainability**

David Stubbs, Sustainability Experts

### **Professional Bodies Representatives**

The National Occupational Standards in Event Management draw on standards which already exist across a number of disciplines. The Institute of Event Management Board of Directors recognises the importance of establishing links with these organisations for mutual benefit:

- for the professional bodies to deliver appropriate continuing professional development courses to Event Managers in all parts of the events sector

- for the Institute of Event Management to support and deliver appropriate continuing professional development courses for the members and employees of these professional bodies who are involved in the organisation and management of events.

### **CIM Representative**

The Chartered Institute of Marketing has a large number of members involved in events. It is well understood that Marketeers have responsibility for events within their own organisations, in particular the corporate sector. Marketing is also a route into the events industry and it is planned to develop appropriate pathways.

### **CIPD Representative**

Bob Ferneyhough, FCIPD, IEM Board member and HR Consultant is providing the link to the Chartered Institute of Personnel and Development. Human Resources are critical to the success of all events and the Institute of Event Management members will benefit from the specialist support of the CIPD.

### **CIPS Representative**

The processes of procurement, tender management and development of effective purchasing processes and supply chains are critical to successful events. The Chartered Institute of Purchasing and Supply is able to support the delivery of knowledge and information needed by event organisers, their clients and suppliers.

### **CIPR Representative**

Public Relations is an important component to successful events and again, as in Marketing, many PR Professionals have responsibility for events.

### **CMI Representative**

Management is the core discipline of events and the Chartered Management Institute is a resource for continuing professional development support to event managers.

### **Institute of Fundraising Representative**

For those event organisers involved in fundraising, the Institute of Fundraising is a valuable resource of knowledge and information and the Institute of Event Management can likewise provide similar resources.

### **Institute of Hospitality**

Hospitality is an integral part of events and another route for those wishing to move into event management. The Institute of Hospitality is another valuable resource of knowledge and information to the Institute of Event Management.

## **Medical Professional Bodies Representative**

### **Royal Colleges**

Medical congresses and exhibitions have special requirements and it is important to provide appropriate knowledge and skill support to the sector.

### **Event Safety and Security**

The Purple Guide to Health, Safety and Welfare at Music and Other Events has been drawn up by the Events Industry Forum in consultation with the UK events industry, including representatives from regional and national Government. This publication is designed to replace the original "Purple Guide" (HSG195) which was originally published by the Health & Safety Executive (HSE) in consultation with the industry.

The national occupational standards for temporary structures designed to benefit all those involved in the organisation and management of outdoor shows, festivals and major events.

With the support of the Event Industry Forum [EIF] and with Richard Limb as an IEM Board Member and Member of the IOSH Events Panel, the Institute of Event Management will be able to offer a major resource on event safety and security.

### **IOSH Representative**

Richard Limb, IEM Board Member, NOEA President and IOSH Event Panel Member  
Health and Safety Specialist for Outdoor Events and Festivals.

### **UKCMA Crowd Management**

Security, Stewarding, Crowd Management  
Mark Harding Showsec [invited]

### **Access**

Venues which offer event space both internally and externally are required to meet stringent access standards.

Specialist Consultant in Access Brian Seaman

### **Purple Guide**

Jim Winship

### **ISO 20121 and GRI on Sustainable Event Management**

The theme of sustainability has been linked to all units of the National Occupational Standards. Appropriate training programmes will be accredited to the IEM together with advice and information on the UNEP Global Reporting Initiative on Sustainable Event Management.

## **Festivals**

Organisations representing the festivals sector include:

BAFA - British Arts & Science Festivals

Community Events and Festivals

Street Festivals

It is anticipated that this list will be extended as the Institute is developed.

## **Membership**

The membership structure will comprise:

- Studying Member [including Apprentices]
- Affiliates
- Associate Member
- Full Member
- Fellow
- Companion

Members will have the opportunity to progress through the structure and to gain appropriate levels of professional recognition and qualification

Members will also have the benefit of mapping career pathways

## **Strategy for Development of Professional Recognition and Qualifications**

The Institute of Event Management in partnership with specialist skills advisers and supported by People 1<sup>st</sup>, the Sector Skills Council for the Events Industry will:

- create a framework to map existing provision [university courses, private training providers, other providers] and identify and develop further Standards as appropriate
- approve a qualification structure together with appropriate progression routes
- create the Institute membership structure and criteria
- develop career pathways and provide a portal to support and guide individuals

- approve, accredit and validate existing courses which meet the criteria of the national occupational standards
- create a Training Academy to provide opportunities for continuing professional development through online study and devise and develop where appropriate training programmes in partnership with existing providers
- support the development of an Apprenticeship Programme
- support the development of Executive Short Courses and Master Classes
- provide advice and support to education/training providers worldwide

### **BODY OF KNOWLEDGE**

It is well recognised that the AEME Association of Event Management Educators can assist with identifying existing sources of knowledge, information, and research which would support the body of knowledge for the Institute of Event Management to include:

- books and journals
- best practice models
- academic and sector research

In addition both public and private sector organisations together with global links to a range of organisations will also be invited to contribute to the body of knowledge.

### **NETWORKING**

The Institute will provide opportunities for global networking through:

- Events at Exhibitions and Conferences
- Online Discussion Forums
- Special Interest Groups

### **RESOURCES**

The long-term aims of the Institute to include:

- Academy for Lifelong Learning
- Awards and Bursaries
- Publications Library
- Recruitment Support Services
- Research Fellowships