

RATIONALE FOR CREATING A PROFESSIONAL BODY FOR THE "EVENTS" INDUSTRY

1. BACKGROUND

By comparison to many professions, "event management" is fledgling. Accountants, Lawyers and Teachers for example have had many decades/centuries to arrive at a professional structure together with organisations to support their professional development.

The events industry has grown rapidly over the past three decades without structure or a plan for professional development. In the past 10 years more than 40 UK universities have developed a range of courses in event management and a further 20 in a variety of applied courses without any strategy for continuing professional development.

The Sector Skills Council People 1st represents 14 industry sectors in Hospitality, Travel and Tourism which includes **Events** - generates £135 billion a year and employs approximately 1.9 million people in more than 180,000 establishments.

2. SKILLS DEVELOPMENT

Scoping skills assessment and a career development plan for the "events" industry was carried out by People 1st in August 2009 and National Occupational Standards for Levels 3 and 4 in Event Management developed in 2010.

Is it desirable to achieve standards of operation at all levels of the events industry plus professional recognition of individuals. A number of standards applicable to the Events Industry exist in other sectors which should be referenced in the development of professional standards and qualifications.

An example is ISO20121 on Sustainable Event Management which was launched in June 2012 [this has been led by the UK and implemented by LOCOG in the development of the 2012 Olympic Games].

3. PROPOSAL FOR INSTITUTE OF EVENT MANAGEMENT

The development of a professional organisation for "Event Managers" has been discussed for several years. It is recognised that the route to chartered status is a long process. It is also recognised that 90% of the skills required for event management lie in the discipline of "management" in its broadest sense and in the discipline of marketing for those wishing to go down the creative route.

Events can be highly complex in their structure requiring a range of skills and knowledge and it is for this reason the event manager role is seen as that of project management. It can be described thus: "an event manager is a Project Manager with specialist skills and knowledge of the events industry". It is through this route that we need to concentrate professional development.

With the support of the Sector Skills Council People 1st it is envisaged that the "Institute of Event Management" will offer an accreditation process, CPD structure towards professional recognition which Event Organisers have been seeking for decades.

It will also provide the opportunity for the UK to demonstrate its position as world leader in Events through the body of knowledge and skills.

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