

MACLEAY COLLEGE

ENROL NOW. GRADUATE IN 12 MONTHS

Did the hairs on the back of your neck rise when you watched the opening ceremony of the Olympic Games? Think you have what it takes to run a major event or conference? Enrol in Macleay College's year-long Diploma of Business Marketing specialising in Event Management and you'll see what behind-the-scenes brain and brawn is required to make a splash when it comes to putting on a proper show.

- EVENTS MANAGER ■ PROMOTIONAL COORDINATOR ■ FESTIVAL MANAGER
- CONFERENCE ORGANISER ■ SPORTS EVENT MANAGER ■ BRAND STRATEGIST
- ARTS EVENT MANAGER ■ EVENT STRATEGIST ■ CORPORATE EVENTS MANAGER
- ACCOUNT MANAGER ■ LOGISTICS SUPERVISOR ■ PRODUCTION MANAGER

QUALITY OF EDUCATION

The Diploma of Business Marketing with a specialisation in Event Management is designed to get our graduates jobs when they leave us. Our classes cover the diversity and complexity of event management and the practical aspects of producing and managing events. Students in this course will learn to look critically at an event from the idea to the execution and analyse its success. The course will examine the event concept, how a design comes about, how event managers decide if an event will be profitable and what risk is involved. The promotion, marketing and financial management of events will also be included in this course.

KEY SUBJECTS

As well as receiving a solid grounding in all aspects of

event management, key topics covered in this diploma include: event production fundamentals; event staging and production; and event regulations and compliance. Students will also learn about the scope of event production; the skills base required of the professional event manager at the introductory level; methodology used by event managers to coordinate the detailed planning and production roll-out of an event; operational planning and the conceptual framework; and developing the overall concept, theme and format for a major event comprising multiple components. Students also undertake a major Business Enterprise Project, which is a group project that is guided by a mentor during trimesters two and three. Students plan and execute a business idea that aims to deliver

a profit to shareholders, and value to customers, while building effective working relationships with team members. Student groups form a company, register a business name, develop, produce, market, promote and sell a real product and manage accounting, shares issues and declaration of dividends.

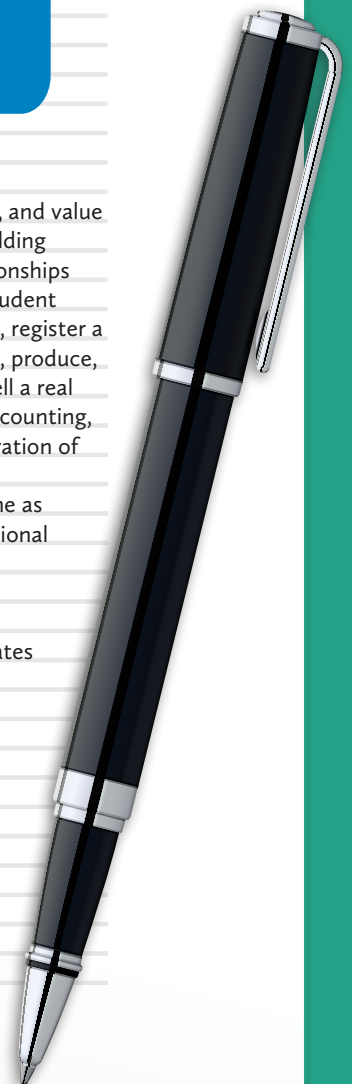
Students also spend time as an intern with a professional events company.

RECENT GRADUATES

Macleay College graduates consistently find jobs with well known events companies. G1 Productions, Meetings and Events Australia, Reed Exhibitions, Conference Images and the Sydney Entertainment have all recently employed our graduates.

macleay.edu.au | study@macleay.edu.au

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1 YEAR FULL-TIME
2 YEARS PART-TIME

NEW CBD CAMPUS IS NOW OPEN

Macleay College opens its new \$2 million campus in Sydney's CBD on January 20, 2012. The new campus is just 2 minutes' walk from Central Station and major transport routes across Sydney. Students who join us in 2012 will discover:

- Industry-standard television and radio studios for student use
- 65 brand-new computers (PC and Mac) featuring the latest industry software for all of our courses
- Modern classrooms with the latest audiovisual equipment, plus a large Student Zone at street level with specific areas for socialising and studying.

COURSE DETAILS

A full load of study is four units per trimester. It is possible to complete the Diploma of Business Marketing specialising in Event Management in a minimum of one year or a maximum of two years. Part-time enrolment requires completion of no less than two units per trimester. Admission is based on completion of NSW HSC or equivalent Australian senior secondary certificate.

PATHWAYS TO UNIVERSITY

Macleay College has articulation agreements with the University of Technology, Sydney, University of Wollongong and Bond University for graduates

who wish to go on to further study. A minimum of a credit average is required.

HELP WITH PAYING FEES

Macleay College students have access to two loan schemes to help pay their fees: the FEE-HELP loan assistance scheme from the Australian Government or a student bank loan scheme. Contact our Student Services Team for more details. For Youth Allowance and Austudy, students are generally required to undertake a full-time course and fulfil the normal conditions that apply to those payments. Part-time students should contact Centrelink to see if they qualify.

OUR SERVICE GUARANTEE

Macleay College has built an unmatched reputation for delivering job-ready graduates after just 12 months of study. We do this by guaranteeing our students class sizes of 20 people or less, so that they get plenty of personal attention from their lecturers. We also make industry internships a mandatory part of the courses we teach. We assist every student in this process, with many going on to be employed after graduation.