

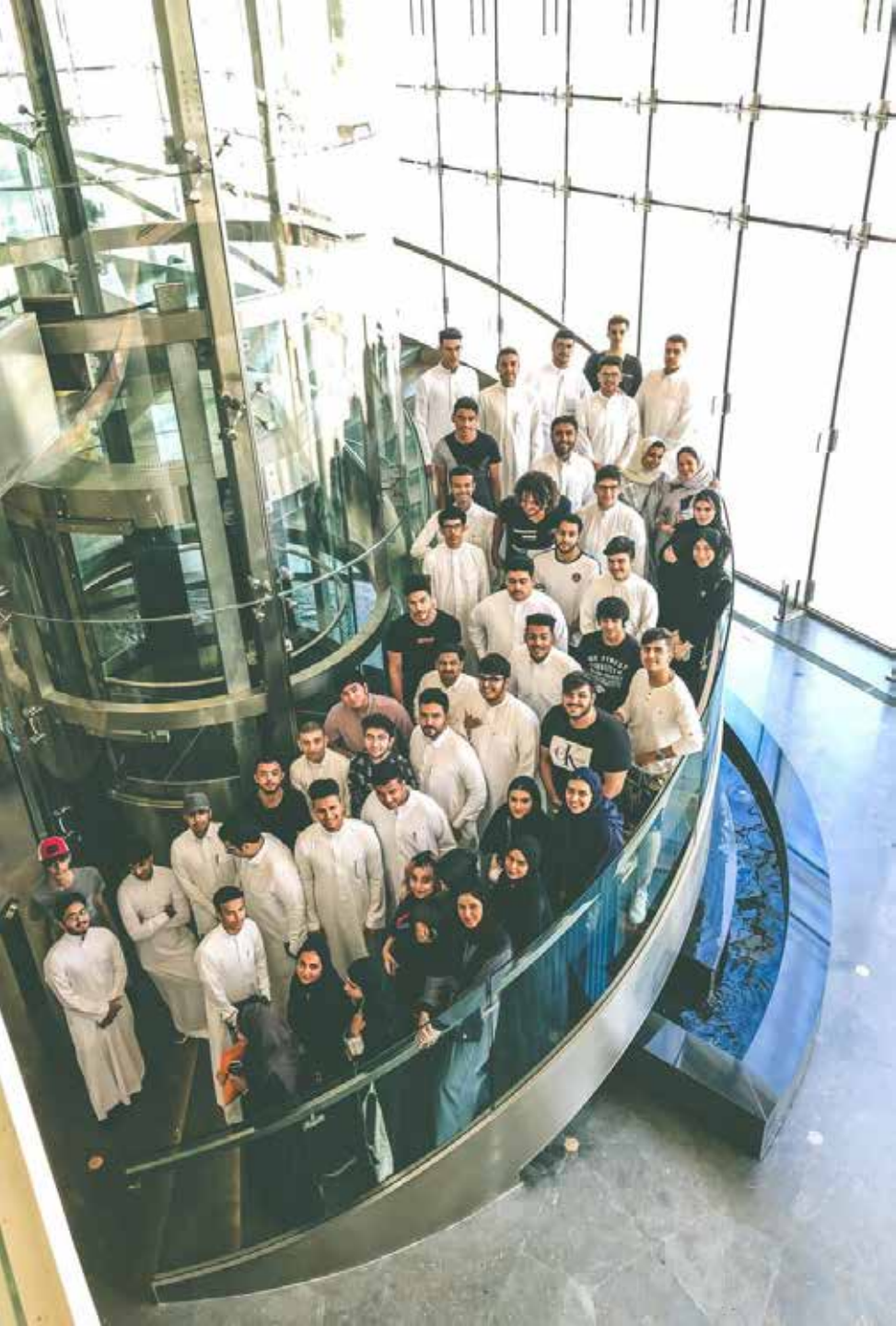
Shaping **Careers** Shaping **Lives**

Education

Training

Development





About Us

One of the main themes of Saudi Arabia's Vision 2030 is
"building a thriving economy."

Experts Academy was founded in 2016 by a team of experts with the core belief that the building blocks of empowerment are the right education, training, and development.

Afterall, the pulsating core of any thriving economy is its empowered individuals. Once harvested and harnessed, they translate into competence and a highly successful career. We aim to create a generation of experts and future leaders in the Kingdom of Saudi Arabia.

We infuse practical innovation and commitment into this formula through our exclusive partnerships and strategic alliances to create an impact that transcends one's professional life to unlock happiness, purpose, and fulfillment.




What We Provide



Scholarship Program
Management



Overseas Student
Recruitment



Professional Training &
Development



Electronic
Learning



Hospitality &
Entertainment
Development



Professional
Consultancy



EVENT ACADEMY

SAUDI ARABIA FOUNDATION CERTIFICATE BROCHURE

Welcome to The Event Academy



We are proud to be one of the world's leading course providers in Event Management. We are the only Event Management course endorsed by The Chartered Institute of Marketing – the most recognised qualification in our industry.

We are specialists in event training and passionate about what we do. Our goal is for every student to leave us with the practical, technical and most importantly, real-life skills needed to succeed in a career in events.

We are connected into the industry here in the UK but also across the world, and over the past 12 years we have placed over 1,000 students into roles across every sector of events. Our ability to create and build careers is evidenced by those who are leading the industry now and who started with our training.

These results are rooted in our desire to provide more than just a course... through volunteering, work placements, networking events and connections with our industry-leading lecturers, you will have the best possible opportunity to make that break. Every step of the way our Student Services team will support you.

So whether it's fashion or weddings, festivals or sports; corporate or celebrity; charity or immersive your dream career in events is only a course away...

Claire Derrick

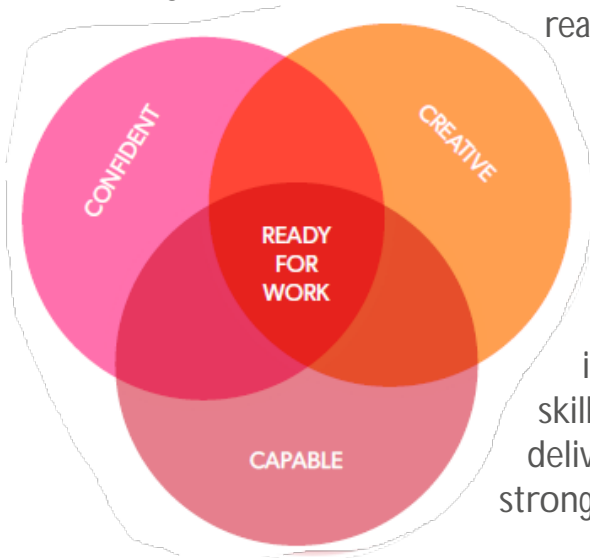
Principal - The Event Academy

Why are we **different?**

We believe in preparing our students for the real world, for an event industry that is constantly changing and evolving. Our aim is for every student to be 'work ready' by the end of their course – ready to go, able to progress, able to be useful to their employer from day one.

Our experience is that most event management courses focus on theory and fail to equip students with the practical skills, experience and the confidence needed to enter the workplace and 'do the job'.

We take a different approach, applying active learning techniques with high levels of involvement, using tasks, discussion, teamwork, real event projects and problem solving to prepare you.



Taught by Industry Leaders from every sector, students receive the latest insights and guidance and our hybrid teaching method reflects the way the industry works, giving them the skills and confidence needed to deliver any type of event and build a strong career.



Foundation Certificate

Whether you are interested in getting started in event management, want to equip yourself with the essentials or simply gain the confidence to make the leap from one role to another; our Foundation Certificate course is the best accredited option.

- ✓ Taught by leading event experts
- ✓ A rigorous blend of core event modules & practical skills
- ✓ Technical and logistical event learning to develop an informed confidence
- ✓ Site visit
- ✓ Enable you to plan, produce & implement an event

Accredited/endorsed by:



Stacey Storey

I went into the Foundation Course with minimal knowledge of Events management and came away feeling very prepared for my Event Manager role! Claire and the team are fantastic and I honestly cannot recommend them and this course enough. I am recommending this course to people around my workplace and my team. It would probably be beneficial to have some courses run in the North of England - or maybe even online.

Foundation Certificate

Our Foundation Certificate Course allows you to earn a level 3 qualification in just 5 intensive study days



Learn key practical event management skills; spend a week in class and get your qualification



Build your network with over 2,500 alumni in the industry – instant contacts and credibility



Recognised qualification accredited/endorsed by leading institutions including The Chartered Institute of Marketing



Practical and Experiential learning through completing a real life client project



Fast paced learning covering event management, soft skills & commercial skills such as marketing

September 2022 KSA Course Schedule

Foundation Certificate Course Project and Modules

The course is divided into key learning modules and a project brief giving students the chance to practice what they learn in a professional environment.

Sunday (Sept 4 th)	Monday (Sept 5 th)	Tuesday (Sept 6 th)	Wednesday (Sept 7 th)	Thursday (Sept 8 th)
9:30 AM Registration & Coffee 10:00 AM Session Start • Lecturer: Claire Derrick • The Event Journey Planning Project Brief	9:30 AM Session Start • Lecturers: Claire Derrick Rupert FitzMaurice • Venue Management Supplier and Logistics Budgeting	9:30 AM Session Start • Lecturer: Lorne Armstrong • Marketing Creativity in Events	9:30 AM Session Start • Lecturer: Ruper FitzMaurice Production Lecturer TBC • Event health and safety, risk and Security Production	10:30 AM Session Start • Lecturer: Claire Derrick Lorne Armstrong • Assessment project pitches
1:00 PM Lunch Break	1:00 PM Lunch Break	1:00 PM Lunch Break	1:00 PM Lunch Break	1:00 PM Lunch Break
2:00 PM Evening Session Start • Lecturer: Claire Derrick • Project Brief Q&A with Client • Evening: • Project Work	2:00 PM Evening Session Start • Lecturer: Lorne Armstrong • Guest Speaker Venue Visit • Evening: • Project Work	2:00 PM Evening Session Start • Lecturer: Claire Derrick • Project Clinic • Evening: • Project Work	2:00 PM Evening Session Start • Lecturer: Claire Derrick • Project Clinic • Evening: • Project Work	2:00 PM Evening Session Start • Lecturer: Claire Derrick • Course & Exam Revision Guest Speaker • Monday Sept 12 th • Online Exam 7:00 – 8:00PM

Core Modules

Every course begins with an introduction to the world of events and the event journey before we look into the Core Modules which reflect the key elements that any successful Event Manager needs to deliver an event.

Operational Planning

Understanding the foundation and structure of a successful event through the process of creation. Being able to deliver an event within the budget is also key.

Venue & Risk Management

The process of sourcing the right venue for an event, how to conduct site visits and the key event documentation. Learn how to evaluate risks involved for all stakeholders from Health & Safety to Risk Assessments and insurance.

Supplier & Logistics Management

Understand how to deal with external suppliers from investigating costs, booking and managing the delivery on the day. From caterers to entertainment this is an essential skill.

Client & Customer Relations

Learn how to work effectively with your clients to understand their brief and respond with your own ideas.

Marketing In Events

The process of understanding who your potential audience are and how to reach them is key to any successful event. Learn how to analyse who your audience are, what their needs and motivations are, create a marketing plan, apply your marketing techniques and measure your outcomes.

Production & Technical

From sound to lighting, AV can make a huge difference to any event. You will learn how production works and when it is required. Understand what costs can be associated with each area of your technical specifications and create event plans using relevant terminology.

Creativity In Events

An essential part of an event manager's job, and one of the most fun parts, is the chance to be creative. However, there is an art to this and learning how to structure your ideas and where to get inspiration is key.

EVENT ACADEMY

Founding Director Bios
&
September KSA Course Instructors

EVENT ACADEMY

Rupert FitzMaurice

Rupert is CEO and co-founder of The Event Academy, the leading event management school in the UK with over 3,600 Alumni from over 65 countries.

Rupert has led businesses and events since the early 1990's and has been developing the skills that young people need for their lifetimes throughout this period.

Rupert spent six years leading the youth development charity, Operation Raleigh's work on 3 continents, leading teams of specialists and developing the leadership of hundreds of young people as they completed community and conservation projects.

With over 25 years experience in the world of corporate events and change management, he spent 15 years as an owner and Director at INVOLVE, a London based agency, pioneering change programmes and experiential events all over the world. He led the business from start-up to multi-million pound agency that was recognised globally working directly with the leadership of the likes of AXA, GE, Airbus, GSK, Sainsbury's, HP, Mars, Aon, Coors etc. Since then, he has gone on to work as a consultant with Hewlett Packard globally and numerous UK corporations.

Prior to his events career, he was an officer in the Army, an account manager in advertising and was the first person to kayak 2,500km down the Zambezi River.

He has lived in 11 countries (to date) but is now settled in the English countryside with his wife, children and their dog, Widget.



EVENT ACADEMY

Claire Derrick

As Principle of the Event Academy, Claire is responsible for creation and delivery of all courses, student welfare and academic accreditation.

Claire has lectured in event management & personal skills development for 15 years and has a wealth of knowledge in mentoring students as they begin their careers.

Claire spent five years leading international treks & hiking expeditions for adults wishing to explore the world and challenge their physical resilience. She has visited a wide range of regions including China and the Far East, South & North America, Europe and Asia.

Claire's area of expertise lies in the charity and not-for-profit sector, where she spent 20 years perfecting her fundraising skills. She has worked for a range of UK & international charities raising millions of pounds for good causes. Claire also set up her own consultancy working to support charities and Universities to deliver unique and engaging events. Clients included BBC Children in Need, World Wildlife Fund, MIND mental health, Children's Society, Cambridge University and WalkTheWalk Worldwide.

Claire has a degree in International Business & Marketing and holds a Diploma from the Chartered Institute of Marketing. She is a 1st degree Black Belt in Martial Arts and regularly teaches young people the art of Karate.

Claire lives in Sussex with her Husband, two children and dog, Obi.



EVENT ACADEMY

Lorne Armstrong

Lorne has been in the events & education sector since 1996, prior to which he worked in film production for global organisations including the BBC Natural History Unit.

He founded experiential events agency INVOLVE and led it to a £7m agency employing a team of over 50, working with global clients such as GSK, AXA, RBS, EDF, T-Mobile and Government Departments including HMRC (Tax) and The Serious Fraud Office.

Subsequently he founded and continues to lead the boutique events and engagement agency FATHOMxp delivering events and change programmes for clients including Nestle, Lego and Diageo.

His core skills are in the creative design of experiences, and as such the lectures that he delivers as the co founder of The Event Academy are around Creativity, Storytelling, Event Design, Film and Experiential/Immersive.

As the Commercial Director of The Event Academy he oversees new product development, marketing and sales. Since founding EA in 2011 he has been responsible for leading the Brand and marketing/selling event courses to over 4,000 students worldwide.

In his personal life he has a family, keeps a small farm and has a passion for conservation and the natural world.





Project Briefs

Team work is a critical skill of an event manager.

To prepare for this, we ask you to work within small groups on projects. This is a safe environment where you can challenge yourself, make mistakes and develop your skills.

For the Foundation course, the projects are set by the tutor as an imagined situation, you will then present your ideas as a group to your tutor.

For the Diploma, Postgraduate & Degree Alternative courses, students will respond to a “real life” client brief brought in.

The final project as part of the Postgraduate/Degree Alternative courses will also create a real event to answer a brief and with a set budget. The object is to raise money for our chosen charity – Teenage Cancer Trust. We are proud that to date we have raised over £200,000 for the charity.

Past Client Briefs



CREDIT SUISSE



Webinars & Resources

Once you become a student at The Event Academy, you automatically get access to all of our online resources via our online student hub.

These include a library of the webinars and video resources covering diverse topics which are hosted by experts.

We add to the webinars on a monthly basis and you can expect topics from “Job Sharing In The Industry” to “How To Run A Successful PR Campaign” to “Setting Up Your Own Events Business”.

Also on the online hub, you will be able to access slide decks of all the lectures you attend so you can refer back to them.

Plus you will find some working templates that will be useful not only for your course but also for the future including budgets, risk assessments, venue check list and how to guides.

Finally, you will also be provided with a recommended reading list; this not only includes text books but also references to industry blogs, vlogs and publications.

A black and white portrait of Chirag Patel, a young man with dark, wavy hair, wearing a light-colored collared shirt. He is looking directly at the camera with a neutral expression. The background is a blurred, textured grey.

Chirag Patel, Postgraduate Alumni
Senior Creative Producer – Brands at Work



***It was through volunteering that I
got my first big break managing a
live event tour for Bear Grylls –
now my clients include Google,
Wagamama & NASA.***



Our Accreditations

We are the only event management course provider to be endorsed by the globally recognised Chartered Institute of Marketing. It took nearly two years to earn this accreditation and we are very proud of it.

This endorsement is valued by employers globally and recognised as a high quality academic and vocational qualification - studying with us means your CV stands out from the crowd.

Each course also has an equivalent level as follows:

- Foundation Certificate: Level 3 (this is the same level as an A Level qualification)
- Diploma: Level 4 (this is the same level as a Certificate of Higher Education)
- Postgraduate & Degree Alternative: Level 7: (this is the same level as a Masters qualification)

You can see a complete list of qualification levels on the UK Government website. <https://www.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels>

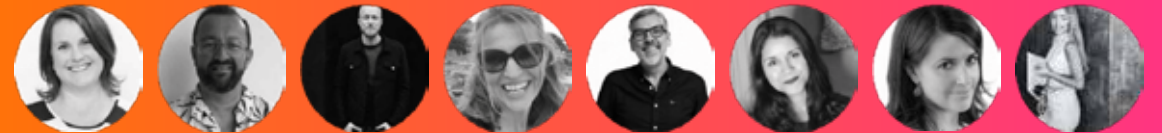
Our courses are also CPD Certified, and you can also receive the benefits of being a student from the National Union of Students.



Our Lecturers & Experts

Our lectures are delivered by highly experienced event professionals who come from all areas of the industry and share our commitment to delivering the best event education and training possible. For example, our Course Director, Rosie Ham worked as VP of Events Business at Goldman Sachs, Josef Jammerbund, previously Head of Events for London Fashion Week, lectures on Fashion & Private Parties and Jools Butterfield, Director of Vision 9 (Boardmasters and Naas) lectures on Festivals. These industry practitioners are up-to-date with the latest developments and opportunities within the event world. They bring the latest thinking, as well as their expansive career experiences and stories to share with our students.

Lecturers:



Experts:



Are we any good?

Our students are our ambassadors – you can read more reviews on our Reviews website: <https://www.reviews.co.uk/company-reviews/store/ashdown-academy>



Lucie-Stella

The Event Academy helped me every step of the way throughout all of the courses, and the lecturers really cared about me which created such a positive atmosphere to work in and to have fun in! I learned so much and secured an excellent placement. I definitely made the right decision not to go to university.



Yan Okretic Garbarino

Simply amazing! Since the beginning the teachers encourage you to develop an event manager mind set. We had classes in different types of venues which was great to better understand the market and how to face this market. Besides that, they teach you the skills that will be useful for everything in your life, not only in events. I have grown so much during this period.



Trust.
Excellence.
Leadership.



info@exertsacademysa.com

P.O. Box 10215, Riyadh 11433, K.S.A

T: +966 11 247 1606