



Increasing the Profile of the Events Industry

HR Forum 2009

NOVEMBER 25, 2009 | MONTREAL

Welcome

Camille Trudel: President, Société des Attractions Touristiques du Québec; Festivals et Événements Québec



PANEL SPEAKERS

- ◆ Thérèse St-Onge: Director, IFEA, Canada
- ◆ Nathalie Courville: General Manager, Institut de l'événement
- ◆ Joyce Dogniez, CMM: Director of Global Training Practice, MPI, Luxembourg
- ◆ Mike Granek, CSEP: Academic Director, Event Management Diploma Program, The Art Institute of Vancouver



Defining International Competencies for Events

The International Competency Standards for Event Management are relevant and applicable to practice in more than one country.

PRINCIPLES

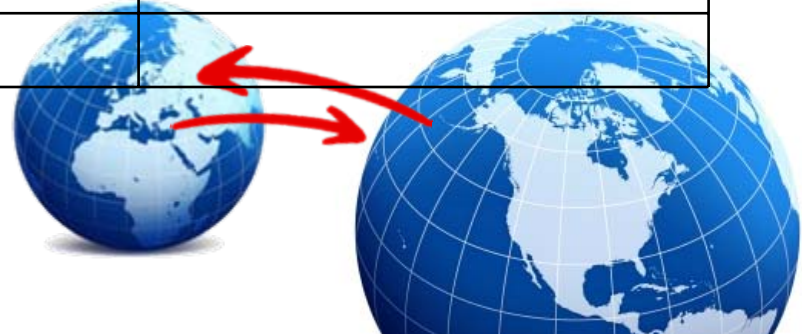
Accessible, Equitable, and Fair
Coherence and Rigour
Confidentiality
Consensus
Current, Relevant, and Valid
Harmonization

Impartiality and Independence
Openness and Transparency
Representative
Sustainability
Voluntary

SETTING INTERNATIONAL BENCHMARKS

The International Competency Standards have been developed in cooperation with industry participants from 20 countries. The Standards contain a comprehensive summary of the functions, tasks and competencies required to work in event management.

Australia	Netherlands	Turkey
Belgium	New Zealand	Uganda
Bahrain	Oman	United Kingdom
Canada	Qatar	United Arab Emirates
Germany	South Africa	United States
Ireland	Taiwan	Zimbabwe
Kingdom of Saudi Arabia	Thailand	



An “event” is defined as:

a gathering of any size that is held: at a particular time, in a particular place, for a particular purpose, one time or recurring, publicly or privately, in an urban or rural setting, indoors or outdoors, at one or more locations.

- ***conventions***
- ***corporate marketing events***
- ***cultural events***
- ***exhibitions***
- ***fairs***
- ***festivals***
- ***meetings***
- ***political events***
- ***special events***
- ***sports events***
- ***trade shows***

INTERNATIONAL COMPETENCY STANDARDS FOR EVENT MANAGEMENT

A. STRATEGIC PLANNING

B. PROJECT MANAGEMENT

C. RISK MANAGEMENT

D. FINANCIAL
MANAGEMENT

E. ADMINISTRATION

F. HUMAN RESOURCES

G. STAKEHOLDER
MANAGEMENT

H. EVENT DESIGN

I. SITE MANAGEMENT

J. MARKETING

K. PROFESSIONALISM

L. COMMUNICATION

Thérèse St-Onge

Director, IFEA, Canada





International Festivals & Events Association

www.ifea.com

IFEA AFRICA

IFEA ASIA

**IFEA AUSTRALIA /
NEW ZEALAND**

IFEA EUROPE

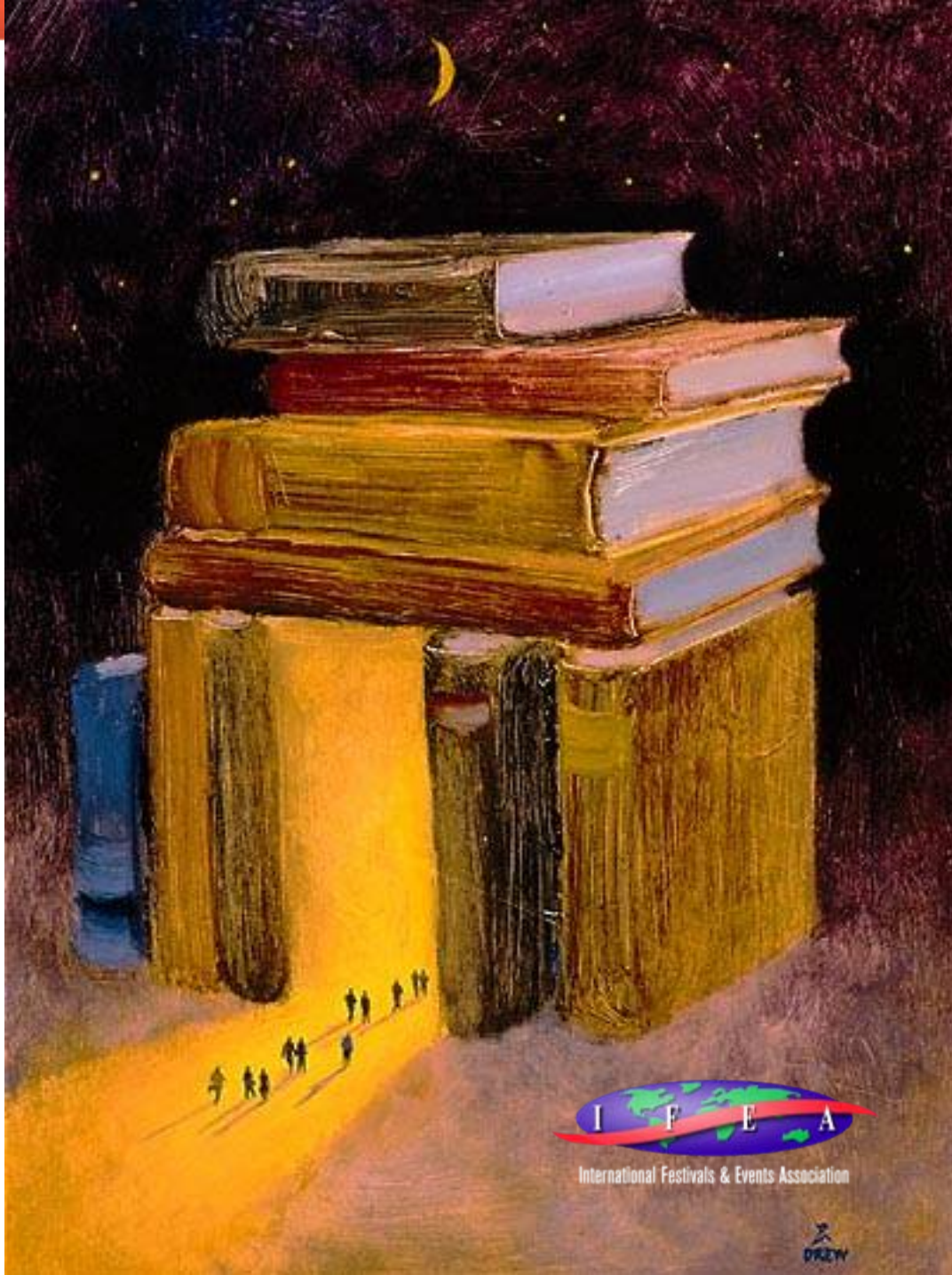
IFEA LATIN AMERICA

IFEA MIDDLE EAST

IFEA NORTH AMERICA



International Festivals & Events Association



International Festivals & Events Association



CFEE CERTIFICATION

Core Curriculum

- a) Sponsorship/Sponsor Service
- b) Administration
- c) Human Resources
- d) Marketing/Media Relations
- e) Operations/Risk Management
- f) Non-Sponsorship Revenue Programs

CFEE CERTIFICATION CONT'D

Electives (four electives)

- a) Writing Skills
- b) Presentation Skills
- c) Creativity/Innovation
- d) Time Management
- e) Leadership/Management Skills
- f) Economic Impact
- g) Current Industry Issues/Trends

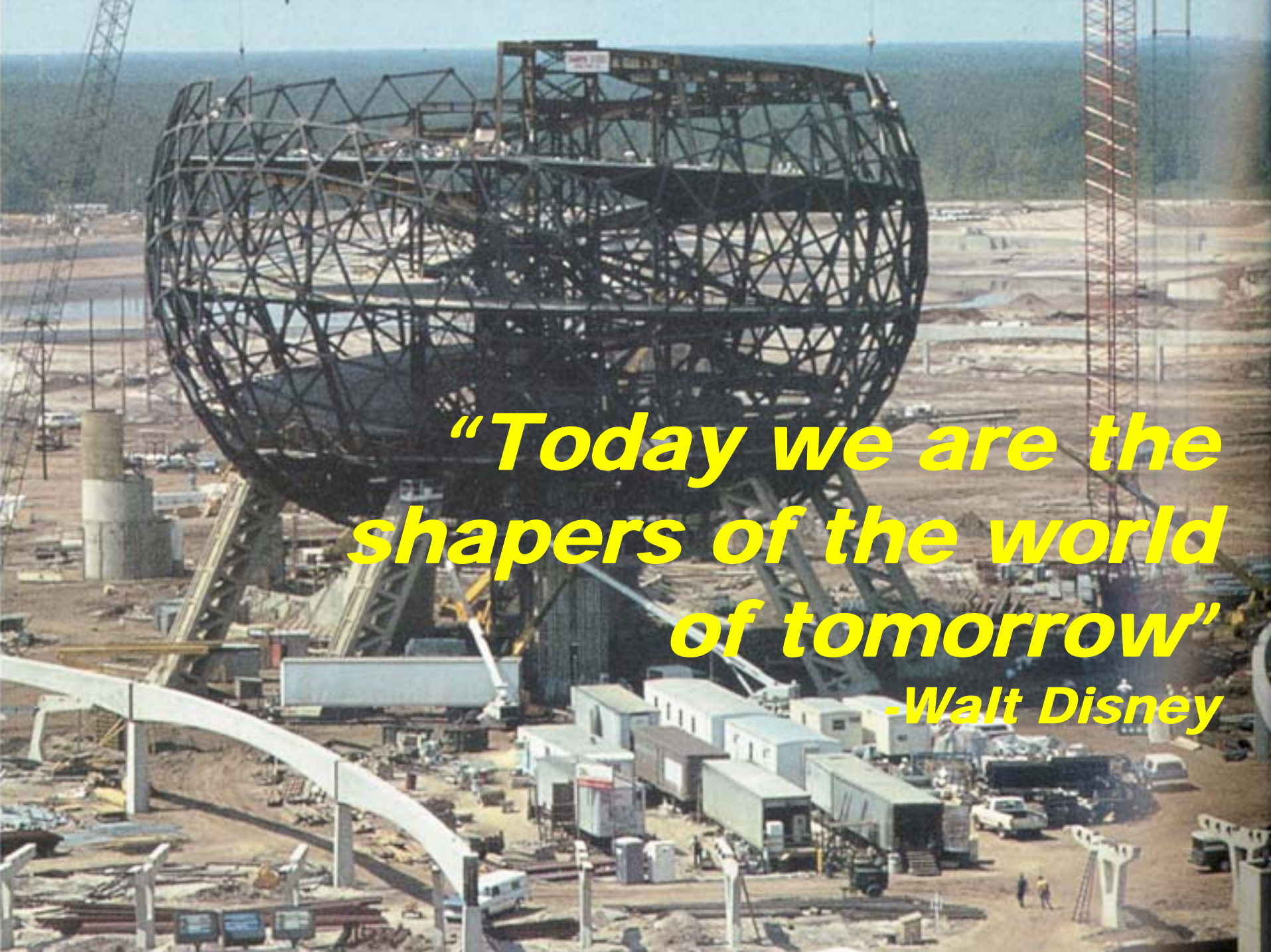
CFEE CERTIFICATION CONT'D

- Membership
- Experience
- Convention Attendance
- Publication
- Speaking Presentations
- Assessment

CFEE FASTTRACK



International Festivals & Events Association

An aerial photograph of the Epcot Spaceship Earth geodesic sphere under construction. The sphere is a complex, dark metal lattice structure supported by four legs. It is surrounded by a construction site with various materials, equipment, and temporary buildings. In the background, there are trees and a body of water. The text is overlaid in yellow, italicized font.

*“Today we are the
shapers of the world
of tomorrow”
-Walt Disney*

Nathalie Courville

General Manager, Institut de l'événement



Defining International Competencies for Events

- About the process
- About the CTHRC's initiative



Recognition of occupations

Fêtons nos
400
ans!

MonQuebec2008.com



Increasing the Profile of the Events Industry

Industry experts...

– Self made people

Increasing the Profile of the Events Industry

Tomorrow!

- Certification
- Transmitting know-how



The Montréal Model

RENDEZ-VOUS 2007 :
A meeting of culture and business

PA
07-17

PLAN D'ACTION 2007-2017
MONTRÉAL,
MÉTROPOLE CULTURELLE

The Montréal Model

The City has confirmed its intentions through concrete actions:

- <http://www.youtube.com/user/QDSMTL#p/u/7/Puy3ChckOyw>
- <http://vitrine.cyberpresse.ca/?lang=fr>
- <http://www.edinburghfestivals.co.uk/>

The Montréal Model

Orientation 2:

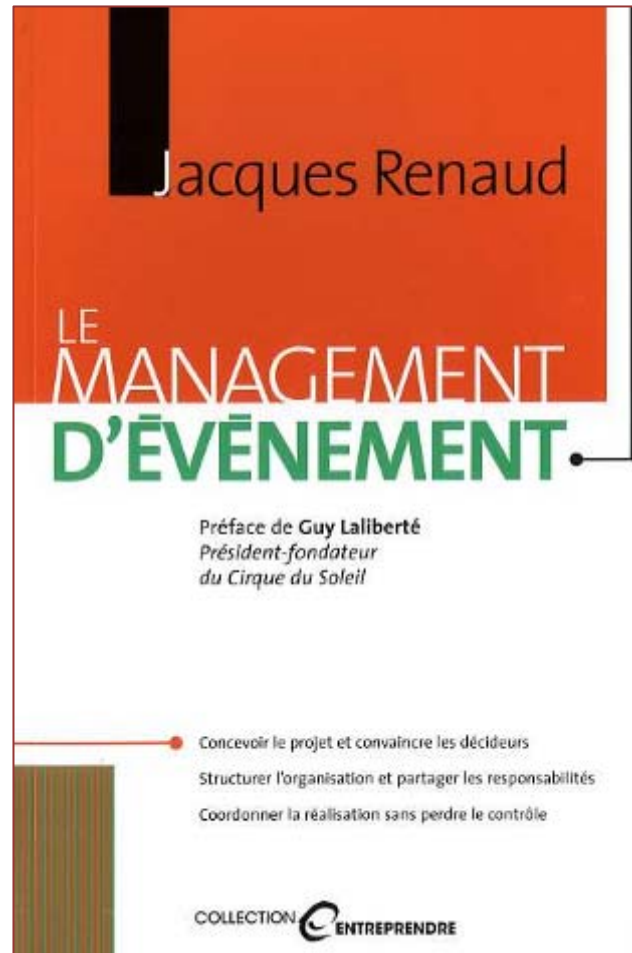
Invest in the arts and culture

- Support professional artistic development
- Promote long-term development of festivals and cultural events (including training, financing, branding, etc.)

The Montréal Model



The Montréal Model



The Montréal Model

“The IDÉ enables experts to get together to develop a practical, integrative, universal model, in order to transmit to the up-and-comers of tomorrow a multitude of management tools and to offer opportunities for ongoing training in all occupations related to the organization and management of events.”

The Montréal Model

Academic foundation

Trainers/Experts



L'IDÉ – L'Institut de l'événement

In a few words...

- Ongoing training
- Coaching
- Complete event management training (2010)
 - General and administrative management
 - Art direction and programming
 - Production direction, logistics, technical delivery, and hosting
 - Marketing and communications
 - Financing

Joyce Dogniez, CMM

Director of Global Training Practice,
MPI, Luxembourg



Meeting Professionals International (MPI)

- *MPI is the largest global meetings industry community (not-for-profit)*
- *Over 24,000 members globally*
- *71 chapters and affiliates*
- *11,000+ planners, spending US\$ 10+ billions / year*
- *35+ years of experience*
- *Central budget: US\$ 22 millions per year*
- *90 permanent staff*
- *5 offices: Dallas (HQ), Toronto, Luxembourg, Doha, Singapore*
- *Content, Community and Marketplace*
- www.mpiweb.org

Meeting and Business Event Management

A recognised profession?



MPI's collaboration with CTHRC

Work with the **International Competency Standards for Event Management** (also known as IEMS) as a base to inform MPI's globally endorsed Body of Knowledge.

Portable recognition of skills
and competencies

Define and establish a
recognised profession



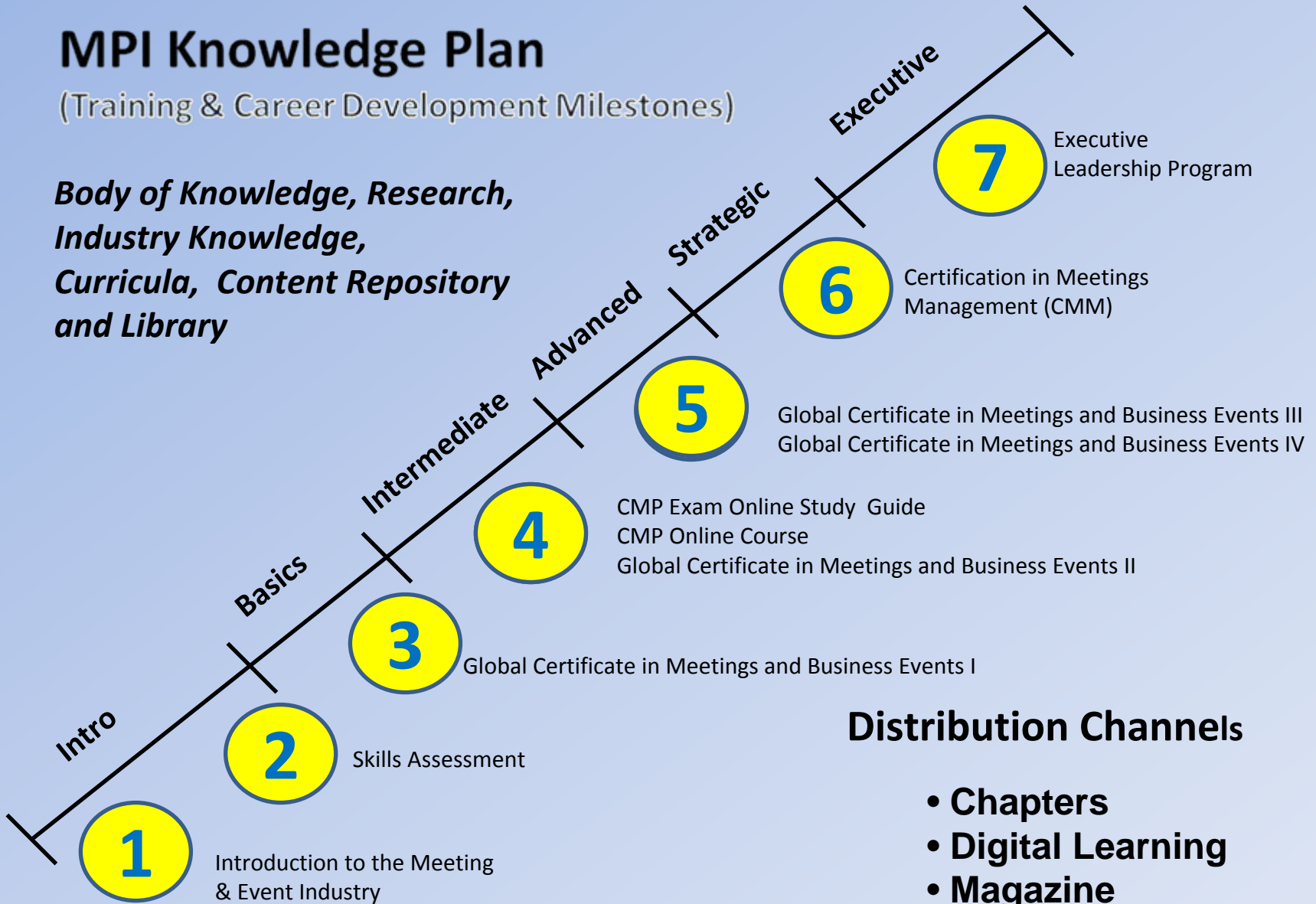
Business Objectives for MPI

- Generate a globally endorsed body of knowledge (BOK) for meeting and events industry
- Elevate discussion on what constitutes a BOK
- The BOK will serve as a foundation for:
 - Community Knowledge Plan
 - Global Training Practice
 - MPI Products and services
 - Research
 - Visual representation of career paths
- The BOK will serve as the framework/organizing structure for updating the Skills Assessment Tool

MPI Knowledge Plan

(Training & Career Development Milestones)

**Body of Knowledge, Research,
Industry Knowledge,
Curricula, Content Repository
and Library**



Distribution Channels

- Chapters
- Digital Learning
- Magazine
- Live Events

www.mpiglobaltraining.org



GLOBALTRAINING⁺

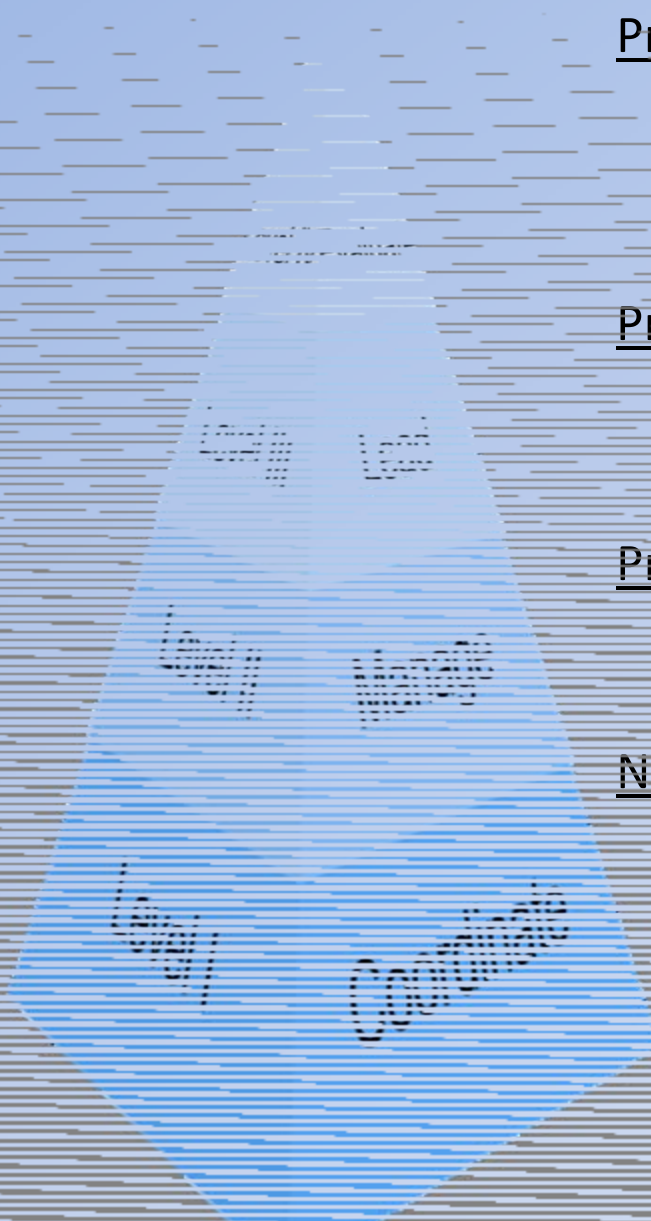
Conceptual Framework Certificate levels

Project Owner / Team Leader where the primary focus is ***upon the delivery of organizational performance and business results from the management and design of meetings & events***

Project / Team Leader where the primary focus is ***upon leading the planning of the project and the project team***

Project Manager of Core Logistics where the primary focus is ***upon execution and application***

New Team Member who needs to learn basics, new to industry. Primary focus is ***upon basic terminology and concepts***



Mike Granek, CSEP

Academic Director,
Event Management Diploma Program,
The Art Institute of Vancouver



- Mapped Event Management courses to IEMS
- Incorporated IEMS into curriculum
- Articulated with EVC (CTHRC)

Benefits for the Program & Students

- Program content is validated locally and internationally
- Learning outcomes recognized internationally



Benefits for the Industry

- **Programs with standardized content**
- **Increase in entry level staff with relevant knowledge**
- **Industry growth into a true profession**

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Questions of Us?

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cthrc.ca/HRforum



Community





CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

CONSEIL CANADIEN DES
RESSOURCES HUMAINES
EN TOURISME



Thank You