



IAAM
EUROPE

EAVM
EUROPEAN ACADEMY
OF VENUE MANAGEMENT

Attend IAAM Europe's
European Academy of Venue Management

September 5 - September 10, 2010
Missenden Abbey, England

New year and 2nd year enrolment



STADIUMS ARENAS PERFORMING ART CENTERS CONGRESS CENTERS

The International Association of Assembly Managers - Europe



Greetings,

It has been a long held belief, by many European venue managers, that a teaching facility is needed here in Europe, to enrich the knowledge available throughout the Industry. In September 2007 IAAM Europe did something about it with the proud opening of the European Academy for Venue Management (EAVM), in conjunction with IAAM World Headquarters and with the generous help of the IAAM Foundation. Student from all over Europe (Portugal, Finland, England, Hungary, Australia, the Netherlands, Ireland, Scotland) and even as far as Dubai have attended the previous very successful two years in 2008 and 2009.

From 5-10 September 2010, EAVM will open its doors once again, this time in close cooperation with Buckinghamshire University, at the picturesque Missenden Abbey, only 30 miles from London.

The EAVM is a two year course which, upon completion, gives the participants full university credits, which can also be transferred to other European universities. This is an educational opportunity for directors, managers, supervisors and others responsible for building and event operations in arenas, stadia, congress centres, performing arts theatres and other similar venues. The Academy has been modelled upon the IAAM's very successful Public Assembly Facility Management School in the U.S.A., which celebrated its 22nd anniversary last year, and similar schools in Australasia.

The curriculum at the Academy is comprehensive and tailored to European venue management practices and procedures. Instructors include some of the most respected venue management professionals in Europe. Students will also hear from highly regarded experts in specialised fields. They will also receive text and course material which has been copyrighted by IAAM. It is unavailable through any other European venue management educational programme.

We look forward welcoming you and/or your employees on September 5th 2010.

Yours Truly,



Henk Markerink
Vice President IAAM Europe



Shura Lindgren-Garnett,
CFE, Chairman IAAM



Chris Kemp
Pro-vice Chancellor and Executive
Dean Bucks New University



European Academy of Venue Management (EAVM)

EAVM is a two year program, consisting of five days of classes each year. Students completing the program will receive an international certificate as well as full postgraduate university credit from Bucks New University, through its International Centre for Crowd Management. Students who are admitted to other European Universities have the possibility of transferring the credits earned at EAVM.

EAVM should be particularly beneficial to any individual who has the responsibility of managing an auditorium, arena, congress centre, stadium or theatre, or a department of such venue. Attending EAVM classes students will learn all aspects of venue management from experienced instructors and other students. This valuable learning experience will support EAVM's graduates in their future career advancement. Further, EAVM offers students networking opportunities with other venue managers from across Europe.

EAVM offers an unique opportunity to experienced venue managers and students who previously completed the first year program of EAVM to complete the second year courses and receive full university credit for both years.

Subject to approval of the administration of New Bucks University and available space, EAVM will be open to students of Bucks New University who are interested in learning about venue management. The location of the course is Missenden Abbey, set in the heart of the Chilterns, just 30 miles from the centre of London. Missenden Abbey was built in 1133 and acquired by Bucks New University in the mid 1990's as a training facility.

The curriculum

The instructional programme has been developed in cooperation with IAAM's Education Department and divided into two phases of five days each year. The course is presented in classroom study and lectures, whilst students will be required to complete a written examination at the end of each year, based on the written materials and presentations.

The first year curriculum will include among other topics:

- Marketing, Advertising and Public Relations
- Crowd Management
- Merchandising
- Emergency preparedness
- Event production
- Contracts and EU law

The second year curriculum will include amongst other topics:

- Leadership and image
- Food service management
- Producing and promoting in-house events
- Strategic business planning
- Architecture and constructing

The instructors

Members of the board of IAAM Europe, and specialist in European public venue management will serve as instructors and apply practical theory to day-to-day operations.

IAAM Europe Board:

- **Henk Markerink**, Vice President IAAM Europe, CEO Amsterdam ArenA, the Netherlands
- **Terry Selzer**, Director Starena ApS, Helsingor, Denmark
- **Mark Hamilton**, Managing Director – Events, G4S Security Services (UK) Ltd

Other instructors:

- **Chris Kemp**, Pro-vice Chancellor and Executive Dean Bucks New University
- **Chris Bigelow**, President The Bigelow Companies, Kansas City, USA
- **Steven Peters**, past President IAAM, President Venue Works, Ames, USA
- **Mike Malloy**, AMP Entertainment, Paris, France
- **Paul Pike**, Intelligent venues Ltd., England.

Tuition

Tuition per year of the Academy will be €1800 for non-IAAM Members and €1500 for IAAM Members. The tuition includes instruction, text and study materials, opening reception, all meals, a closing banquet and accommodation for five nights.

Registering for the Academy can be done by filling out the registration form, calling our office on +31 20 311 1500 or by visiting www.iaam-europe.eu

About IAAM Europe

IAAM Europe is the European branch of IAAM worldwide. It was established in 2004 as a forum for professionals working in the European venue management industry. IAAM stands for International Association of Assembly Managers. It was founded in 1924 in the United States of America. At the moment it is the world's largest association of professionals that manage, or provide products and services to public assembly facilities such as stadiums, arenas, auditoria, convention centres, exhibition halls and performing arts venues. It has about 5000 members world wide (North America, Asia Pacific and Europe).

As the acknowledged leader in public assembly facility management industry, IAAM's mission is to educate, advocate for and inspire public assembly venue professionals, worldwide. IAAM is increasing its role to address the changing needs of the international membership all around the world.

About Bucks New University



Bucks New University is based in High Wycombe, and offers a wide range of part-time and postgraduate qualifications, alongside its extensive undergraduate portfolio.

Its brand new Gateway building offers students the very latest specialist equipment and state-of-the-art facilities in which to complete their studies. Conveniently located, the capital is not far away, with a regular train service into London taking less than 40 minutes. Bucks New University is proud to offer an exciting programme of courses in a modern, thriving environment. Visit bucks.ac.uk to find out more.

The International Centre for Crowd Management and Security Studies is a partnership between the crowd management and security industries with Bucks New University and delivers a range of crowd management and security courses, projects, research and work based activity.

The centre is based at Bucks New University's High Wycombe campus, which is located close to London, and offers an excellent range of state-of-the-art facilities that are available for a range of industry and educational needs

The International Centre for Crowd Management and Security Studies was founded in 2000, and since then, the knowledge generated by the Centre's groundbreaking work on projects in the UK and overseas has been utilised to improve safety at a wide range of events across the world.

The International Centre for Crowd Management and Security Studies is currently endorsed by the Security Industry Authority (SIA), and recognised by a number of associations, governing bodies and government organisations including Skills for Security and the BSIA.

Quote student:

'The Academy was very useful to make connections and to find out how other venues handle similar problems and situations.'

Elisabeth Schön, Wiener Stadthalle, Austria





**Special thanks to the IAAM Foundation for its
generous support of the European Academy of
Venue Management.**



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