THE EDUCATION INITIATIVE OF THE EVENT INDUSTRY

- for a better quality of training & education
- for fair training conditions
- for more attractive training occupations
- for the future of the event industry
Help us to improve training and education in the event industry, so that future events of all kinds are still going to be organised and realised professionally, safely and with dedication.

Trade fairs, congresses, conventions, concerts and marketing events – many young people feel attracted by the variety of employment opportunities and are interested in working for companies in the event industry.

Already since 1998 – or 2001 respectively – dual training to become an event manager or event technician exists and in the meantime has been completed successfully by many school graduates. Over the past couple of years, the requirement profile has changed significantly. More demanding visitors and customers with a high expectation level, increased competition, changing legal regulations and official requirements – not only concerning the topic of safety.

To train means to assume responsibility – Assuming responsibility is a question of honour.

Only well-trained young people have the opportunity to shape the event industry and lead it successfully in the future. By getting a substantial knowledge transfer from specialists from all relevant operational fields – in their respective companies as well as in vocational school – the apprentices are well prepared for their future career. Only when a professional training is guaranteed, future employers can rely on the standard of knowledge of young professionals.

To ensure and improve the vocational training within the companies of the event industry as well as in school, the EVVC initiated an education codex which has been developed together with event industry trade associations AUMA, VPLT and FAMAB. This codex is intended to highlight the most important components of event management and event technician training in concise guidelines and at the same time appeals to all companies to stick by those guidelines to guarantee a constant quality of training.

Also, the authors of this codex advocate for a high quality level of vocational school education as well as a cooperation of both places of learning.
1. Focal point of the training is the planning, organising, realisation and follow-up of events
Event managers plan, organise and realise events of all kinds and sizes. They work – among others – for companies within the event industry, which are specialising in e.g. trade fairs, congresses, concerts, special-events or sports-events. Of paramount importance for the success of the training is, that the versatility of the occupational assignments – from event equipment, catering and stage design to other services like travel planning, artist booking and so much more – is emphatically conveyed.

2. Economic fundamentals, calculation, accounting, controlling
The pre- and post-calculation of events is a crucial part of the training. Cost categories, cost centres, budget management and the main features of controlling are topics which are imperative to be taught. In this context the collection and documentation of business transactions – in regard to responsible accounting – is an important prerequisite for evaluating the economic situation of the company.

3. Service quality
Event managers are “I-make-it-possible”-people. Recognising customer wishes and reacting to those professionally are core competences. During training apprentices are taught how to find solutions in a cooperative partnership with customers.

4. Marketing & communication
Marketing and communication are a foundation of the learning content. No matter if public relations, sales promotion or image cultivation – it’s all about knowing competitors and markets as well as the targeted use of marketing and communication tools. To be able to analyse strengths and weaknesses and the ability to adjust one’s product to those parameters are deciding factors in future competition.

5. Basics of event technology
Event managers need a good basic knowledge about event technology to be able to understand interest and concerns of the different groups of event technicians. How much time is needed to convert or modify a hall? Which technical terms do sound-, light- media- or stage-technicians use and what is the meaning behind the symbols used on technical stage- and network-plans?

6. Legal framework
Event managers coordinate the different trades involved in an event and thus are responsible for their choices of equipment and personnel used. All around the organization and realisation of events exists an extensive legal framework. Disregarding those regulations (e.g. industry specific tax laws, safety- and fire-regulations) can lead to disaster even if the event itself was a major success. Consequences reach from severe economic damages to major legal troubles and – in a worst case scenario – even to persons being physically harmed. For those reasons event managers need to have a broad understanding of all legal provisions relevant in the event industry, which needs to be taught in a practical way during training.

7. Using communication tools (soft- & hardware)
The professional use of 21st century communication tools is essential in different areas when planning an event. This includes ticketing systems, project-management, room administration and communication.

8. Personality building, social skills & soft skills
Time management, working efficiently, teamwork and empathy are just some of the catchwords. The event industry needs cosmopolitan, communicative, solution-oriented people who love their job – that’s what needs to come across during training.

9. Project management
The complex construct of an event consists of a multitude of work processes with differing length and priority. Every event has a unique framework, which is why it’s essential to teach the instruments and methods of project management. Only when apprentices get assigned the responsibility for the organization of the workflow, they can learn how to prioritise when managing a project.

10. Commitment to conveying the educational contents – if necessary by means of a training association
Not every training workplace can convey all learning content listed in the training framework. To ensure that the training still happens to the required extent, the know-how of partners should be used. Responsible companies allow for their apprentices to train by interchanging with other companies. This allows for a complete training in the variety of fields required – e.g. accounting, public relations, marketing and event technology.
1. Focal point of the training is the technical planning, preparation, realisation and follow-up of events
Event technicians create technical concepts, plan the use of technical equipment for events, assemble the equipment and operate it. They are in charge of the technical processes and are actively involved in implementing events. No matter if conventions and congresses, trade fairs and presentations, concerts, theatre productions or other events of all kinds – those are the focal points of the training. The size of the events is of lesser importance than the possibility to convey the wide scope and the complexity of events to the apprentices: Local conditions and infrastructure of event venues, safety, power supply, light-, sound- and media-equipment, special effects, planning / organisation / coordination of labour, documentation of event processes.

2. Conception of events – from a technical perspective
The technical conception of events – as well as preparation and follow-up – of events are an important part of training. Event technicians also learn to take economic aspects into account, to advise clients and coordinate with each other.

3. Safety of events and productions
With events getting more and more complex – with many attendees and many people involved in the implementation – the risk of personal injuries or material- and financial damages occurring increases. That means the risk has to be evaluated correctly and all appropriate safety precautions need to be taken already in advance. For this reason, event technicians need to evaluate the local conditions and the infrastructure of the venue in respect of the feasibility of events, the technical equipment to use, the relevant rules and regulations to follow for technical structures and the functionality of safety devices.

4. Power supply
The construction of mobile technical equipment for events and the organisation and assessment of power supplies are important parts of training. It’s mandatory for event technicians to learn which safety measures have to be observed when working with electrical systems, how electric circuits are determined, how power lines and power distribution are chosen and connected and how you verify the functionality of protective devices.

5. Light-, sound- and media-technology
Event technicians choose their technical equipment – for practical reasons but also incorporating creative aspects – set it up, hook it up, secure it, operate it and later break it down. They check the functionality of the temporary constructions and operate those during rehearsals and events.

6. Using communication tools (soft- & hardware)
The professional use of 21st century communication tools is essential. Excel, Word and PowerPoint are minimum requirements for event technicians – complemented by proficiency in specialist software like for example CAD-applications or resource planning tools. Furthermore, a basic knowledge of network technology is crucial.

7. Personality building, social skills and soft skills
Time management, working efficiently, teamwork and empathy are just some of the catchwords. The event industry needs cosmopolitan, communicative, solution-oriented people who love their job – that’s what needs to come across during training.

8. Implementing projects: Technical planning and realisation of events
The complex construct of an event consists of a multitude of work processes involving a variety of stakeholders. The framework for every event is unique, which is why it is imperative to realise events on the whole. This in particular includes the planning, coordination and realisation of technical projects in one’s own work area. Only when apprentices get assigned the organisation and realisation of a project, they can learn how to prioritise: Here, the checking of facilities and structures as well as the briefing of persons involved before the start of the event is relevant. Furthermore, keeping relevant records and documenting the project procedure is an important expertise.

9. Commitment to conveying the educational contents – if necessary by means of a training association
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The apprenticing company / apprenticing department ...

- sees itself as part of the event industry and obtains a significant part of its revenue from planning, organising and / or realising events.
- has an employee with an instructor’s license at their disposal. This employee, or someone commissioned to be the instructor, needs to have sufficient experience in the event industry to ensure that the required learning content can be conveyed. For the training of event technicians, the apprenticing company has to have an employee with a qualification as trained electrician.
- has a well-balanced ratio of qualified personnel and apprentices. The company shouldn’t employ more apprentices than qualified personnel. Apprentices are not seen as cheap labour.
- adheres to legal regulations like the working conditions act, the working hours act and the youth protection laws. The company provides the required protective equipment and facilitates regular school visits of the apprentice.
- commits to conveying the training contents agreed on in the training framework.
- bases the training on an in-house training-plan. The apprentice receives an introduction to his new workplace, training objectives get defined and all relevant learning content gets – if necessary in different departments or together with partners – conveyed.
- undertakes practical instructions. These include the methodical teaching of all skills, capabilities and knowledge needed for a specified work assignment as well as the required practices and an according sense of responsibility.
- cooperates with other partners if – due to the structure of the company or the lack of qualified personnel – not all fields of training can be accomplished autonomously.
- utilises the 100PRO initiative as pulse generator, point of contact and mouthpiece with the goal of improving training and education in the event industry as a whole – within the company as well as in vocational school.

... to fulfil the following requirements to ensure the qualified training for event managers and event technicians:

- 100PRO.ORG

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Assume responsibility and register as 100% partner!

EDUCATION CODEX
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