



ZAYED UNIVERSITY  
Institute for Community Engagement



جامعة زايد  
ZAYED UNIVERSITY  
College of Communication  
and Media Sciences

# Zayed University

## EXECUTIVE MANAGEMENT PROGRAMME in FESTIVAL AND EVENT MANAGEMENT

Dubai: 19-21 April, 2011 and  
Abu Dhabi: 24-26 April, 2011, Timing: 9am-5pm

In association with



Edinburgh  
Institute

Festivals, Events, Tourism

Presented by Zayed University in collaboration with the 'Edinburgh Institute: Festivals, Events, Tourism', the Business School, Edinburgh Napier University. Following on from Abu Dhabi's recent success in delivering high profile, world-class events such as the Etihad Formula 1 Grand Prix, Abu Dhabi Classics and the FIFA Club World Cup, Zayed University and Edinburgh Napier University are working together to deliver the inaugural Executive Management Programme in Festival and Event Management in the region. Delegates will be given the opportunity to learn about the dynamic international festival and event environment from Edinburgh Napier University, a key world player in festival and event education, training and research.

### Outcomes

- An understanding of the theoretical and practical skills and knowledge required to create and deliver various types of events.
- An awareness of the key issues and trends impacting on the events industry in the UAE and overseas.
- Practical insights from key international practitioners and experts in the field.
- An Executive Certificate in Festival and Event Management from Zayed University and Edinburgh Napier University.

### Admission

Experience of, or a desire to work within, the competitive dynamic international festival and events industry.

Application to Zayed University Institute for Community Engagement.



## Programme Content

- Event creation, design and delivery
- Event Marketing, PR and sponsorship
- Operational planning for events
- Event Production
- Risk Management
- Project management for events
- Financial management of events
- Monitoring, control and evaluation of events
- Greening of events

## Presenters

### **Paul Gudgin, Festival Director, Senior Consultant Director EIFEM.**

Paul successfully led the Edinburgh Festival Fringe (1999 – 2007) to a period of unprecedented expansion, increasing its international image and profile to become the largest Arts Festival in the world. Since leaving the Fringe Paul has travelled the world giving talks, lectures and workshops on Festival Development, and is currently Director of The Cambridge Festival in the UK.

**Jane Ali-Knight, Director EIFEM.** An academic and a practitioner, Jane is a founding member and affiliate of the EIFEM. She has lectured at Universities in the UAE, UK and Australia and also facilitates training and development in the field. A recognised academic, she has presented at major conferences and has published widely in the festival and event field. Her recent event-related experience includes working for the Dubai Air Show and the “Abu Dhabi Film Festival”.

## Fees and Discounts:

Fee: Dhs. 12500- .

5% Early Bird Discount for payments made before March 22, 2011.

10% Corporate Discount for two or more registrations.

20% Corporate Discount for ten or more registrations.

## The Program Fee includes:

3 days tuition

All course materials

Morning coffee, afternoon tea and lunch on each of the three days



**Call 800 MY ICE (800 69423)**

**Tel:** +971-4-3901626/+971-2-5993721/+971-4-3901600 or  
+971-50-4567405

**Register on-line at [ww.zu.ac.ae/ice](http://ww.zu.ac.ae/ice)** (click on adult education)

*(University classes are accredited by the UAE Ministry of Higher Education and the United States Middle States Commission on Higher Education.)*

All classes are open to the Public