ACCREDITATION HANDBOOK FOR CENTRE OF EXCELLENCE STATUS

2016 – 2017

Asia Pacific Institute for Events Management

Contributing to the Professionalization of the Events Management Industry in Asia Pacific

www.theapiem.com

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How to Use this Handbook

This handbook is valid for Centre of Excellence audits that will be carried out in 2016 and 2017. There are two sections to this Handbook: the Introduction section provides background information about the Asia Pacific Institute for Events Management and its role in contributing to the professionalization of the events management industry in Asia Pacific.

The Main section provides details of the accreditation scheme that will be used to determine whether a university or college can be awarded Centre of Excellence status for its courses in events management.

If after reading the content of this Handbook any aspect of the accreditation scheme is unclear e-mail APIEM at contact@theapiem.com

1. Introduction

The Asia Pacific Institute for Events Management (APIEM) has been established to contribute to the professionalization of the events management industry in Asia Pacific. One contribution that APIEM can make is to work with universities and colleges in Asia Pacific and endorse those institutions that have developed courses of an international standard through its Centre of Excellence scheme. APIEM Centres of Excellence can use the following logo on all of their institution and course promotional material:

The Centre of Excellence Scheme

The APIEM Centre of Excellence scheme is a voluntary quality assurance scheme for public and private sector universities and colleges in Asia Pacific that offer courses in events management. Events management is a growing discipline within higher education institutions in Asia Pacific and includes a variety of different courses and modules:

Meetings, Incentives, Conventions and Exhibitions

Music & Arts Festivals

Cultural & Religious Festivals

Sports Events

Corporate Events and Product launches

Entertainment Events, Performances and Shows

Family Celebrations and Weddings

Political Events, Gatherings and Rallies

The APIEM Centre of Excellence scheme is open to those universities and colleges that want to be accredited as providing courses and modules in events management that are of an international standard.

The benefits of APIEM accreditation are:

- Students on APIEM Centre of Excellence courses can be assured of the relevance of their qualifications for careers within the events industry
- Events industry employers when recruiting new employees who have studied on APIEM endorsed courses can be assured that the programme of study has been assessed by APIEM as being appropriate and relevant for the needs of the events industry
- Universities and colleges can use their APIEM recognition as a means of recruiting and retaining students by demonstrating that they are one of the best places to study for an events management qualification
- Universities and colleges can demonstrate to events industry associations and organisations that their courses have been assessed through a rigorous process of accreditation to recognise excellence in events management education
- APIEM Centres of Excellence will receive guidance from APIEM following the audit on how they can continue to improve their educational provision in events management
- APIEM will share with its Centres of Excellence best practice in curriculum design, teaching, learning and assessment methods in events management
- APIEM will promote it`s Centres of Excellence through the APIEM website and publications and at conferences/workshops where APIEM participates

The APIEM Centre of Excellence Accreditation Criteria

To achieve APIEM Centre of Excellence accreditation the following criteria are used in the audit process:

The Management and Content of the Curriculum

The content of the events management curriculum will be designed and delivered to an international standard and will result in students developing appropriate and relevant knowledge, understanding and experience to work in the events industry. The course and its students will be managed effectively to provide a high quality educational experience.

Teaching and Learning Standards

The events management tutors will have appropriate qualifications and experience to teach to a high quality standard on the events management courses and will have an opportunity for their own continuing professional development as teachers of events management.

Resources and Learning Environment

The university or college library, IT, classroom and workshop facilities will be relevant and appropriate for the teaching and learning of the events management courses. Regular investment will need to be made to maintain the resources and learning environment to a high quality standard.

Welfare and Student Services

Events management students will be supported in their studies by appropriate non-academic services that will add value to their studies in events management, for example: social spaces, student advice services, disability support including dyslexia assessment, sports and leisure clubs and student housing/accommodation.

The APIEM Centre of Excellence Accreditation Process

To be considered for APIEM Centre of Excellence status the university or college will:

- Complete a self-assessment pro-forma that demonstrates how it meets the APIEM Centre of Excellence criteria
- Submit the pro-forma to contact@theapiem.com
- Agree a date with APIEM when an auditor from APIEM can visit the applicant to conduct the audit visit
- In advance of the APIEM audit pay the audit fee that covers the costs incurred by APIEM in conducting the audit

In preparing for the APIEM audit it is essential that all employees of the applicant and its students are fully aware of the audit criteria and the audit process that will be followed – all employees and students will have a contribution to make to a successful outcome.

The date of the APIEM audit will be chosen to provide the auditor with an opportunity to meet events management students, their tutors, senior management and local employers or alumni. The audit visit is designed to verify that the applicant meets all the APIEM Centre of Excellence criteria as specified in this Handbook.

At the end of the audit the APIEM auditor will provide verbal feedback that will indicate the likely outcome of the application for Centre of Excellence accreditation. After the audit visit the auditor will write an audit report which when approved by APIEM`s President and Vice President for Education & Accreditation will be sent to the lead contact at the university or college applying for APIEM accreditation. The audit report will identify the strengths of the events management provision along with recommendations on how it can be developed further. If all audit criteria are met Centre of Excellence status will be confirmed but if not the applicant will have an opportunity to re-submit for accreditation within a specified timescale.

Upon confirmation of APIEM Centre of Excellence accreditation the university or college will be able to use the APIEM logo on all its promotional material, course and module handbooks and in other media that are appropriate for communicating with various stakeholders.

Audit reports will be published on APIEM`s website and all APIEM Centres of Excellence will be audited every four years to maintain their Centre of Excellence accreditation.

Between audit visits the Centre of Excellence should inform APIEM of any material changes in its provision or personnel by e-mailing contact@theapiem.com

Appeals and Complaints

Complaints about the audit process and visit or complaints about any inaccuracies contained within the audit report should be sent to contact@theapiem.com for the attention of the Vice President Education & Accreditation.

If an applicant wishes to appeal about the outcome of the audit process the appeal should be sent contact@theapiem.com for the attention of the Vice President Education & Accreditation.

Responsibilities of APIEM Centres of Excellence

APIEM Centres of Excellence will be expected to comply with the following code of conduct:

- Continue to maintain high standards in the design and delivery of events management courses accredited by APIEM
- Work with integrity for the benefit of their students and support their students in an academic and pastoral manner
- Contribute to the evolution of events management as an academic discipline by supporting academic staff in their own personal development

- Promote APIEM to events employers, government agencies and other stakeholders where mutual benefit can be realised through collaborations and partnership working
- Contribute to the professionalization of the events management industry through relevant research and consultancy of an applied, practice based nature

2. APIEM Centre of Excellence Audit Criteria

The Management and Content of the Curriculum

The content of the events management curriculum will be designed and delivered to an international standard and will result in students developing appropriate and relevant knowledge, understanding and experience to work in the events industry. The course and its students will be managed effectively to provide a high quality educational experience.

- The events management academic and administrative staff will be appropriately organised and deployed to deliver a high quality learning experience for students
- The events management academic and administrative staff will have relevant job descriptions that will enable them to support appropriately the events management courses and students
- Effective communication processes are in place to ensure all staff are kept informed about the teaching, learning and assessment methods used on the events management courses
- The curriculum is devised with reference to events industry occupational standards
- The curriculum is regularly reviewed to ensure it continues to meet the needs of the events industry for appropriately qualified employees
- The curriculum provides opportunities for students to develop their employability skills through practical experience of work in the events industry either by volunteering or paid internships
- The content of the curriculum combines events industry specific modules with relevant management modules such as marketing, human resource management, financial management and operational management
- Students have the opportunity to learn another language as part of their educational experience or to have an international experience as part of their studies

Teaching and Learning Standards

The events management tutors will have appropriate qualifications and experience to teach to a high quality standard on the events management courses and will have an opportunity for their own continuing professional development as teachers of events management.

- The academic leader for the course will have relevant academic and/or practical managerial experience in the events industry and will be able to monitor the teaching and learning standards on the course
- The academic teaching team will have a relevant combination of events, tourism, hospitality or management qualifications and operational experience in the events industry

- All staff are given the opportunity for continuing professional development
- The courses and modules will adopt and implement a relevant quality assurance process that enables staff, students and employers to provide feedback on the quality of the educational experience
- Course and module handbooks that explain the learning outcomes and teaching, learning and assessment strategies to be used will be provided for students and staff
- Lessons will be based on a coherent sequence of activities leading to appropriate learning outcomes
- Teaching methods will be appropriate to the particular lesson and learning outcomes for the lesson but will vary in nature over the course of the semester and will develop skills in the students relevant for careers in the events industry
- Students will receive appropriate information and guidance on the independent learning they can undertake in their own time
- Assessment methods will be varied and relevant for future careers in the events industry

Resources and Learning Environment

The university or college library, IT, classroom and workshop facilities will be relevant and appropriate for the teaching and learning of the events management courses. Regular investment will need to be made to maintain the resources and learning environment to a high quality standard.

- The learning environment will provide adequate and comfortable space for students and staff to work effectively with appropriate furniture
- Premises will be in a good state of repair, maintenance, cleanliness and decoration
- Teaching rooms will be adequately lit, heated/cooled and ventilated and free from external noise
- Students will be provided with social space for relaxation and the consumption of food
- There will be appropriate signage, information boards and health & safety instructions
- There will be an adequate stock of appropriate and up-to-date learning resources in the library and provided on-line
- All educational technology will be well maintained and up-to-date in terms of hard and soft ware
- There will be a policy for the continual review and development of the teaching and learning resources and evidence of its implementation

Welfare and Student Services

Events management students will be supported in their studies by appropriate non-academic services that will add value to their studies in events management, for example: social spaces, student advice services, disability support including dyslexia assessment, sports and leisure clubs and student housing/accommodation.

- Provision will be made for the safety and security of students whilst attending the university or college
- Pastoral support and services for students will be provided as appropriate based on the age and profile of the events management students
- Each student will have a named member of staff they can meet to discuss any course or non-course related issues
- There will be policies and procedures in place to ensure that all students are shown dignity and respect whilst studying on their course
- As appropriate students will be given advice on: living accommodation; banking and personal finance; personal health care; career development opportunities; disability and dyslexia support; sports and leisure clubs and societies; places of worship; compliance with the law

Documents to be provided for the Centre of Excellence Audit Visit

The Management and Content of the Curriculum

- A schedule of people the auditor will meet, their role and responsibilities with job descriptions
- A list of all staff (academic & administrative) who support the events management provision
- An organogram of the Faculty/Department/School within which the events management provision is located
- Evidence that the events management provision has been designed in recognition of occupational standards and/or through consultation with events industry employers or associations
- Minutes of events management teaching team meetings that are organised for quality assurance purposes and/or curriculum development
- Course and module handbooks for the events management provision that indicate the learning outcomes for the provision and any added value opportunities such as modern foreign language acquisition or international experience
- Evidence on how student employability skills are developed through the course modules and/or through volunteering or internships in the events industry

Teaching and Learning Standards

- CVs of all academic staff who teach on the events management provision
- Evidence of recent continuing professional development undertaken by the academic staff
- The policy for monitoring the quality of the student experience and making improvements to the provision
- Examples of events management marked/assessed student course work assignments with the assignment instructions and marking scheme/criteria
- Evidence of the variety of teaching methods used on the course and why they are relevant for careers in the events industry
- Examples of the information provided to students to enable them to undertake independent study

As part of the visit the auditor will observe a selection of teaching sessions provided for the students.

Resources and Learning Environment

- Information on all the accommodation used for the events management provision – lecture theatres, workshop rooms, specialist facilities
- List of special resources available for use by events management students
- Details of hard copy and online library resources to support the events management curriculum and the policy that is in place to keep these resources up-to-date

A visual inspection will be made by the auditor of all the physical resources available for use by the events management students and staff so access needs to be available to lecture theatres, classrooms, social spaces, the library and IT facilities.

Welfare and Student Services

- All policy documents that relate to health, safety and security of students and staff
- Evidence of the pastoral and student services support available to students
- The policy document and procedures that ensure all students and staff are offered dignity & respect whilst at the university or college

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