

Welcome to The Asia Pacific Institute for Events Management

www.theapiem.com

Professor David Hind

President of the Asia Pacific Institute for Events Management

Chief Executive of the UK Event Industry Academy



Introduction

The Asia Pacific Institute for Events Management (APIEM) is an operating subsidiary of the UK Event Industry Academy Ltd (company number 11364048) which is registered in England and Wales to provide educational services – anywhere in the world. The UK Event Industry Academy Ltd (UKEIA) provides the corporate, financial and strategic governance of APIEM and authorises APIEM to conduct its activities and services in the Asia Pacific region.

The UK Event Industry Academy is an approved provider of continuing professional development certifications.

APIEM is **Asia Pacific`s Number 1 Professional Institute for Events Education**. Established in 2016 APIEM`s mission is to contribute to the professionalisation of the events and MICE industry in the Asia Pacific region. We do this in several ways:



The Vision

Contributing to the Professionalisation of the Events Industry in Asia Pacific

APIEM was built on a singular, powerful mission: **to contribute to the professionalisation of the events and MICE industries across the Asia Pacific region.**

Founded by **Professor David Hind, Dr. Anang Sutono, and Dr. Karen Fernandez**, APIEM was conceived as a catalyst for elevating industry standards through rigorous education, credible accreditation, and meaningful knowledge exchange.



APIEM's Mission

- accrediting as APIEM International Centres of Excellence universities, polytechnics, colleges and training providers in Asia Pacific that have been audited to demonstrate that they provide an events/MICE curriculum of an international standard
- providing guidance for, and accrediting event venues in Asia Pacific that require certification to demonstrate that they operate to international standards: arenas, exhibition centres, convention centres, conference venues, and function rooms
- offering UK accredited, APIEM Certified Event micro-credential certifications, through 100% on-line study, hybrid learning, or in-person teaching (www.apiem-ems.com/academy), for event professionals and faculty lecturers who work in the events industry and/or teach events/MICE subjects



APIEM's Mission (Continued)

- offering UK accredited Certified Event Management programs for event professionals and event faculty lecturers who have a minimum of 2 years work experience as faculty lecturers or event professionals
- offering UK accredited, international continuing professional development certifications, through 100% online study, for tourism faculty lecturers and deans/directors of tourism and hospitality study programs
- offering virtual internships in event planning and creative event design for students at APIEM Institutional Members
- providing APIEM certificates for students at APIEM International Centres of Excellence



APIEM's Mission (Continued)

- organising virtual student competitions - The International Creative Event Design Competition
- providing APIEM Membership categories for universities, polytechnics, and colleges; individual event professionals and event faculty lecturers
- contributing to the events/MICE academic body of knowledge by publishing the APIEM books `International Best Practice in Event Management`, and `International Best Practice In Creative Event Design` (available from Google Books)



APIEM's Mission (Continued)

- bringing together events/MICE academics and practitioners at international conferences and Summit meetings organised by APIEM Conferences (www.apiem-ems.com/conferences)
- supporting the development of an international standard curriculum in events/MICE education through consultancy services to universities, polytechnics, and colleges
- supporting the development to an international standard for event professionals who wish to gain international certification for their experience, but do not have formal qualifications in staging and producing events

The 2nd Asia Pacific Summit for Event Leaders

Achieving the UN Sustainable Development
Goals for a Responsible Events Industry



22nd & 23rd May 2025

Bali, Indonesia

**Organised by the Asia Pacific Institute for Events
Management & Politeknik Pariwisata Bali**

For further information visit

www.apiem-ems.com/apse1



APIEM's Governance

APIEM is a not-for-profit membership organisation. The membership subscriptions that APIEM generates are used to cover the operational expenses of APIEM. All executives of APIEM contribute their time and services on a pro-bono basis (unpaid).

The APIEM Senior Executive Committee is formed of:

- Professor David Hind, President
- Dr. Anang Sutono, Executive Vice President
- Dr. Karen M. Fernandez, Vice President Education and Accreditation
- Mr Sirajuddin, Vice President, Indonesia
- Assoc. Professor Dr. Norol Hamiza Zamzuri, Vice President Research and Innovation



APIEM Senior Executive Committee (Continued)

- Assoc. Professor Dr. Maria Arlene T. Disimulacion, Vice President Academic Affairs
- Dr Raziff Jamaluddin, Vice President Partnership Development
- Dr. Gelareh Holden, Vice President Australia and Oceania
- Dr. Lisa Tung, Vice President Malaysia
- Ms. Serena Chou, Vice President Taiwan

Additional functional Vice President roles are established as required to carry out specific functions on behalf of the Senior Executive Committee. Meet our Senior Team at <https://theapiem.com/meet-the-senior-team/>



APIEM Centres of Excellence

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

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



Centres of Excellence Locations

Centres of Excellence are currently located in:

- Australia
- Indonesia
- Malaysia
- Philippines
- South Korea
- Taiwan



Benefits of APIEM Accreditation



Enhanced Institutional Recognition

APIEM Centre of Excellence accreditation assists with QS rankings and national accreditation recognition



Career-Ready Certifications

Students gain industry-relevant certifications that are specifically aligned with events/MICE career paths



Industry-Validated Education

Employers can trust that graduates from APIEM accredited courses have completed programs assessed as appropriate for events/MICE industry needs

Benefits of APIEM Accreditation (Continued)



Enhanced Student Recruitment

Universities, polytechnics, colleges and training providers can leverage APIEM recognition to attract and retain students by positioning themselves among Asia Pacific's premier institutions for events/MICE management education.



Industry Recognition

Institutions can demonstrate to events/MICE industry associations that their courses have undergone rigorous accreditation, validating their excellence in events/MICE management education.

Benefits of APIEM Accreditation (Continued)



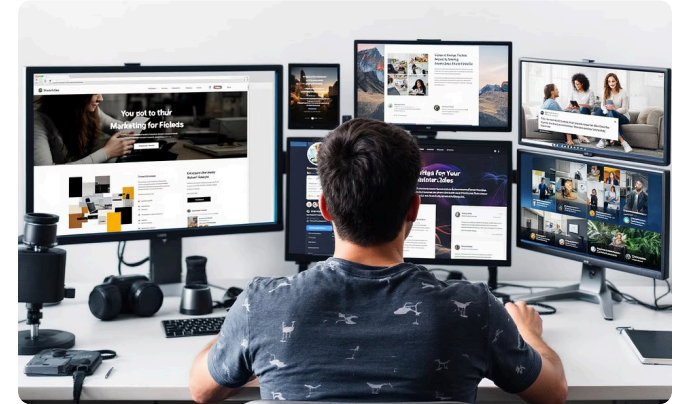
Expert Guidance

APIEM provides comprehensive guidance following audits to help Centres of Excellence continuously improve their events/MICE management educational provision



Shared Best Practices

APIEM facilitates the sharing of best practices in curriculum design, teaching, learning and assessment methods in events/MICE management



Marketing Support

APIEM actively promotes its Centres of Excellence through dedicated website features and strategic social media presence

Levels of APIEM Centre of Excellence Accreditation

Three distinctive levels of accreditation recognize excellence in events management education:



APIEM Undergraduate Centre of Excellence

Recognition for institutions offering exceptional undergraduate-level events management education



APIEM Postgraduate and Research 5* International Centre of Excellence

Distinguished status for institutions delivering advanced postgraduate studies and research in events management



APIEM Teaching 5* International Centre of Excellence

Highest recognition for institutions demonstrating outstanding teaching excellence in events management education

APIEM Accreditation of Event Venues

For event venues that want international recognition for their operating and management procedures, APIEM provides guidance criteria, and an audit scheme, that leads to the venue being accredited by APIEM. This accreditation will support event venues when bidding to stage and host international events. The guidance criteria are offered to:

- Arenas
- Exhibition Centres
- Convention Centres
- Conference Venues
- Function Rooms



Membership

The benefit of APIEM membership is that the individual or university, polytechnic, college or training provider is internationally recognised for their contribution to the professionalisation of the events/MICE industry by Asia Pacific's Number 1 Professional Institute for Events Education.

APIEM offers a variety of different membership categories:



APIEM Professional Member

An events/MICE faculty lecturer or events industry professional with at least two years of professional experience in the events/MICE industry or at least two years of events/MICE teaching experience in a university, polytechnic or college.

There are over APIEM Professional Members in many countries of the world, not only in Asia Pacific.



APIEM Professional Fellow

An events/MICE professor or senior events industry executive who has made a significant and sustained contribution to the professionalisation of the international events/MICE industry during their distinguished academic or professional career. APIEM Professional Fellows are nominated by the APIEM Senior Executives.

APIEM Professional Fellows are in:

- Australia
- Indonesia
- Malaysia
- Philippines
- Thailand



APIEM Institutional Member

APIEM Institutional Membership is open to university, polytechnic, college or training providers, that offer an events/MICE curriculum and wish to be part of an international, professional organisation to benefit from opportunities for networking with other APIEM Members and opportunities for the development of its events/MICE faculty team and their curriculum.

APIEM Institutional Membership is also offered to events/MICE organising companies that want to be part of an international professional events institute.



APIEM Institutional Members

APIEM has established a strong presence across the Asia-Pacific region through our valued institutional members:



Australia

Leading educational institutions advancing events management excellence



Indonesia

Key partnerships with premier Indonesian institutions



Malaysia

Strong institutional presence in Malaysia's education sector



Pakistan

Growing collaborations with Pakistani educational institutions



Philippines

Growing network of Philippine educational partners



Sri Lanka

Expanding presence in Sri Lankan institutions



Thailand

Established partnerships with Thai educational leaders



United Kingdom

Developing strong ties with UK academic partners

Become an APIEM Institutional Member and Support the Kuching Declaration

The Kuching Declaration is a strategic roadmap for APIEM Institutional Members who wish to work together to improve their QS rankings and achieve world class status for their study programs in events, hospitality and tourism management. The Declaration was devised at the 1st Asia Pacific Summit for Event Leaders that was held at the UCSI University Sarawak campus in Borneo, Malaysia.

There are 10 SMART objectives within the Kuching Declaration that include research and publication collaborations for Scopus journal publications; the establishment of an APIEM International Visiting Professors scheme; cultural exchange programs for faculty lecturers and students; and the establishment of an APIEM Academy Digital Library.



The APIEM Academy Digital Library

Our digital library offers event students, faculty lecturers, researchers, and event professionals with short, downloadable, PDF documents, that relate to event management topics. New documents are added on a regular basis and cover topics such as event:

- accessibility
- venues
- planning
- management
- marketing
- risk assessment
- security
- sustainability
- technology

**The APIEM Academy
Digital Library
is now open**



**No registration Needed
just visit**

www.apiem-ems.com/documents

Or scan the QR Code



**Downloadable tips and guidance on event planning
and management for event students, lecturers, and
industry professionals**

New Documents Added Weekly

Check Them Out Today

APIEM Events Management Services

Dr. Karen M. Fernandez is President of APIEM Events Management Services which is the commercial division of APIEM and operates from the Philippines. Three commercial services are offered by APIEM Events Management Services:

- the organisation of APIEM Conferences and meetings
- the administration of the APIEM Academy
- providing services to APIEM Institutional Members and Centres of Excellence, for example a student certification scheme as well as international faculty capacity building programs to the Philippines and the United Kingdom

For further information visit <http://apiem-ems.com>



APIEM Academy

Established in 2019, the APIEM Academy offers the APIEM micro-credential, continuing professional development certifications. These programs have been designed by the United Kingdom Event Industry Academy Ltd and have been aligned to the United Kingdom National Occupation Standards for the Events Industry.

There are APIEM Academy alumni in:

- Australia
- India
- Indonesia
- Lebanon
- Malaysia
- Maldives
- Malta
- Philippines
- South Korea
- Sri Lanka
- Thailand
- United Kingdom



THIS IS TO CERTIFY THAT

UK EVENT INDUSTRY ACADEMY LTD

is an Approved

CPD PROVIDER

A handwritten signature in black ink, appearing to read 'A. Donnachie'.

ANDY DONNACHIE
COO

13/02/2024

ISSUE DATE



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APIEM Academy Certifications



24/7 Online Learning

Access APIEM Academy learning resources anytime, anywhere, through our 100% online platform or hybrid format at APIEM Approved Centres of Excellence. Study at your own pace from anywhere in the world.



Portfolio Certification

Experienced faculty lecturers and event professionals with 2+ years experience can earn certification by demonstrating their expertise through a portfolio of evidence that meets certification requirements.

APIEM Certifications

APIEM offers UK-accredited professional certifications across key event management disciplines:



Event Planning & Management

- Certified Event Planner
- Certified Event Manager
- Certified Creative Event Designer



Venue & Production

- Certified Event Venue General Manager
- Certified Event Stage Manager
- Certified Event Production Manager



Specialized Expertise

- Certified Event Sustainability Manager
- Certified Event Educator
- Certified Tourism Educator

For further information visit <https://www.apiem-ems.com/academy>.

APIEM Continuing Professional Development Certifications for Event Professionals and Faculty Lecturers



6-Week Online Preparation

Participants begin with comprehensive online learning through the APIEM Academy website, accessing essential event planning and management resources.



Interactive Boot Camp

APIEM facilitators lead in-person sessions featuring dynamic presentations and collaborative group discussions to explore key topics in depth.



APIEM Certification

Upon successful completion, participants are awarded their prestigious APIEM Academy certificate, recognizing their professional development achievement.

APIEM Virtual Student Internships



Flexible Virtual Learning

Access APIEM Academy's comprehensive learning resources at your own pace during this 3-month summer internship program, all from the comfort of your home.



Expert-Led Support

Participate in structured webinars led by APIEM professionals who guide you through the internship requirements and assessment process.



Professional Certification

Earn your choice of two prestigious certifications: APIEM Professional Certificate in Event Planning or APIEM Professional Certificate in Creative Event Design.

APIEM Conferences

APIEM Conferences has been created to contribute to the professionalisation of the events/MICE industry in Asia Pacific by bringing together events/MICE professionals, researchers, scholars and students to share knowledge and understanding about the events/MICE industry.

APIEM organises conferences, summits, seminars, meetings, workshops, webinars and hybrid events on themes related to the events/MICE industry. By joining one of our events, delegate knowledge and understanding of the events/MICE industry will be considerably enhanced and will enable them to take some of the ideas generated into their work place. The papers that are presented at our events will be published in scientific, international, indexed journals - subject to the approval of the journal's editorial board - and as such will develop further the subject body of knowledge in events/MICE.

THE 4th ASIA PACIFIC STATE OF THE ART EVENTS RESEARCH Conference

Convened by
Asia Pacific Institute for Events Management

Hosted by
Joji Ilagan International Schools, Davao,
the Philippines

Supported by
United Tourism & Hospitality Professionals

SAVE THE DATE
1ST - 3RD
OCTOBER 2025

START PREPARING YOUR PAPERS NOW!

Academic research papers, industry reports, and case studies.
will be welcomed on a variety of events related subjects.
Publication opportunities in indexed, scientific, journals.

Scan me

For Further Information www.apiem-ems.com/apsarc

APIEM Signature Conferences



Asia Pacific State of the Art Events Research Conference (APSARC)

A premier academic conference bringing together leading researchers and scholars in events management to share cutting-edge research and insights.

For further information visit <https://www.apiem-ems.com/conferences>



Asia Pacific Summit for Event Leaders (APSEL)

An exclusive gathering of industry leaders and decision-makers discussing the future of events management across the Asia Pacific region.

APIEM Books



International Best Practice in Event Management

Our flagship publication sharing comprehensive insights into global events management standards and practices.



International Best Practice in Creative Event Design

Expert guidance on innovative approaches to event design and creative execution.

International Expertise

Written by leading experts from India, Indonesia, Malaysia, Philippines, Taiwan, and the UK, our books are used by lecturers, students, and event professionals throughout the Asia Pacific region.

Visit us at APIEM House, Leeds, UK



APIEM House

Our headquarters offers comfortable facilities for APIEM members who are visiting the UK. You are most welcome to stay with us and enjoy traditional English hospitality in a modern, high quality, house.



Leeds Location

Leeds is a vibrant, cosmopolitan city with excellent transportation links. Centrally located in the UK you can visit English seaside resorts, national parks, and the cities of Manchester and Liverpool. London and Edinburgh (Scotland) are just 3 hours from Leeds by train.

Thank You for Your Interest in APIEM

We hope this information has provided you with a comprehensive overview of the Asia Pacific Institute for Events Management. Our commitment to professionalizing the events and MICE industry in the Asia Pacific region remains steadfast. Whether you're a student, professional, or institution in the events management field, APIEM offers valuable resources, accreditation, and networking opportunities to support your growth and success.

For any further inquiries or to learn more about how you can engage with APIEM, please don't hesitate to contact us. We look forward to potentially welcoming you to our growing community of events management professionals and educators.



Contact Us



Call Us

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Email Us

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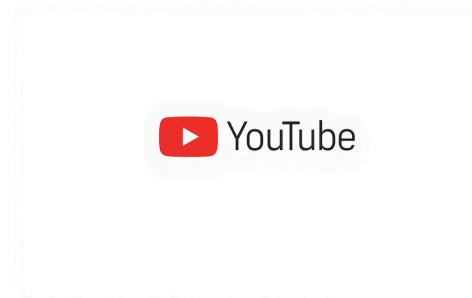
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Professor David Hind