

the event school



the Events MBA

Propel yourself forward.



For the experienced
event professional



High performing
individuals



Event professional to
event phenomenal



If it doesn't challenge you it won't change you.



The EventsMBA is created for those of us hungry for more. It is designed to foster the next generation of thought leaders and to propel you further in your career.

There are two things you can expect from the EventsMBA; firstly, positive change for you and secondly, a new group of peers, a network of people like us.

This is not your standard online course. We don't do glossy videos and we don't do self paced learning.

The EventsMBA is an intensive four week workshop that requires you to roll your sleeves up and get stuck in. It will challenge you, inspire you and get you thinking differently.

We know you are good at what you do but we also know that good is now not enough. What got you here won't get you where you want to go. Now is the time to step up. Be better, work better, live better.

Welcome to the EventsMBA.



A fresh approach.



Foster the confidence you need to be considered for senior and executive roles



Designed to improve your analytical and blue sky thinking



Benefit from being surrounded by people at the top of their game, be stretched

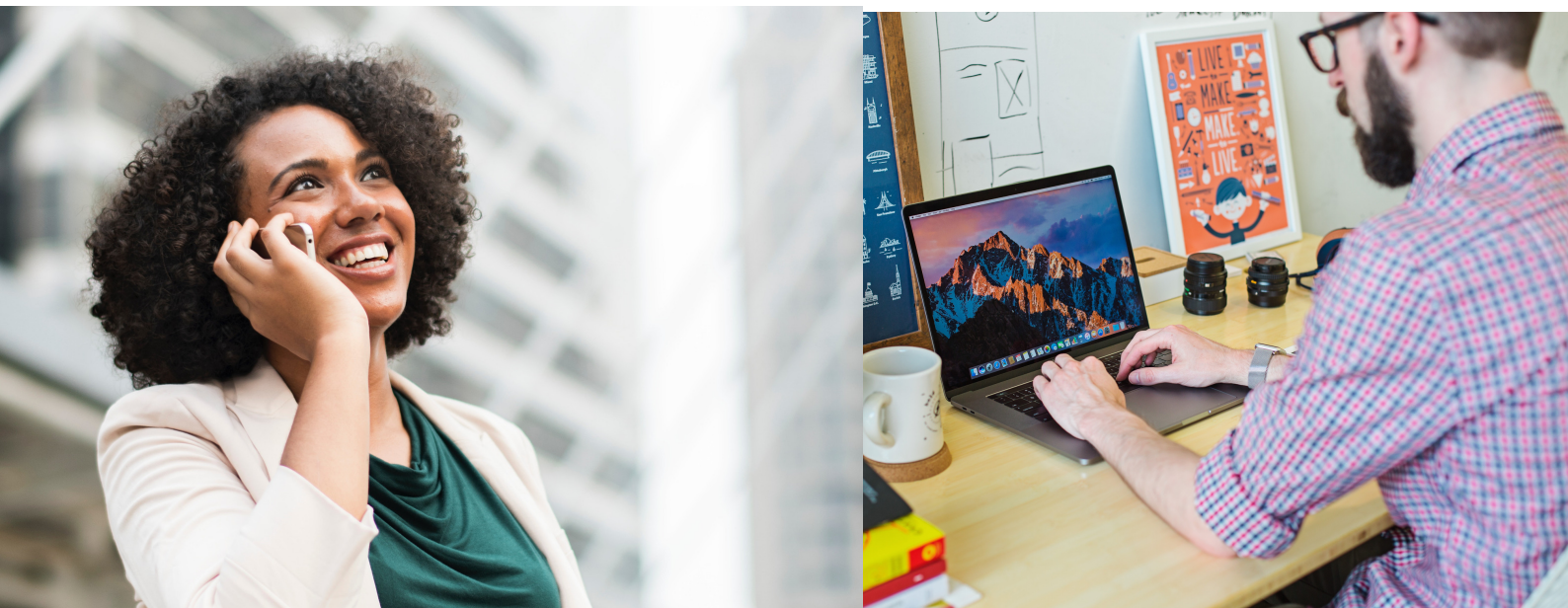


Seek out the status, the money and the work-life balance you deserve.

The eventsMBA takes a fresh approach to learning by providing a shared and interactive experience for adventurous minds.

We want you to take control of your career and your life. This is about fueling your passion and fulfilling your potential.

The eventsMBA is about understanding the change that you're trying to make, and how to go about doing it. We create a place where you will develop the skills to help you make the changes you want to make in the world. We want you to apply smart thinking to a variety of situations you might face in your work, now or beyond. We want you to build the networks you need.





Designed for leaders.

MY PASSION FOR DELIVERING
INCREDIBLE EVENTS AND FOR THE
EVENTS INDUSTRY AND BUSINESS
IS NOW STRONGER THAN EVER. I
HAVE FOUND MY NEW GROUP OF
PEERS.

The EventsMBA is designed for people like us. It is for event leaders who are looking to reignite the fire they need for the second or third or fourth part of the career journey.

- The principles & methods of design thinking and thought leadership applied to events.
- Be inspired by lean start up innovation, value creation and global trends.
- Collaborate with those at the top of their game, your like-minded peers and your new network.

Start working towards your best life and demand the professional attention you deserve. Change your story and the dividends it delivers.



Immerse yourself in the curriculum.

The eventsMBA course is structured into 8 modules delivered over 4 weeks. The program is designed to build your confidence, influence and knowledge to perform and make a noticeable difference at the very top level of the event industry. The eventsMBA program is suitable for experienced event professionals including full-time employees who are middle to senior managers, specialist individuals or contractors and rising managers. Participants have on average of 5-8 years of professional experience.

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|---|---------------------------------|---|------------------------------------|
| 1 | YOU + YOUR BRAND | 5 | MAPPING - DESIGN EXPERIENCE |
| 2 | YOU + YOUR TEAM | 6 | MODELS - THE EVENT BUSINESS MODEL |
| 3 | EXPERIENCE DESIGN - YOUR METHOD | 7 | MEASURING - EVIDENCE BASED DESIGN |
| 4 | MATCHING - YOUR PURPOSE | 8 | YOUR JOURNEY - YOUR PLAN OF ATTACK |

"People with passion look for ways to make things happen."

Seth Godin

the event school



Apply now.



www.eventschool.com.au