Projects and Products Portal for Leonardo da Vinci

Transfert de compétences pour les gestionnaires d'événements

UK/12/LLP-LdV/TOI-537

http://www.adam-europe.eu/adam/project/view.htm?prj=9717

Information sur le projet

Titre: Transfert de compétences pour les gestionnaires d'événements

Code Projet: UK/12/LLP-LdV/TOI-537

Année: 2012

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: UK-Royaume-Uni

Accroche marketing: La formation STEM – Skills Transfer for Event Managers – est innovante à la fois dans sa conception et dans sa pédagogie. Le programme de formation initial a été développé par Gecko Programmes, en lien étroit avec l'industrie évènementielle au Royaume-Uni, et dispensé par des professionnels du secteur. Grâce à un financement de l'Union Européenne, ce programme soutenu par l'industrie est maintenant proposé dans cinq pays européens : Italie, France, Pologne et Portugal.

Résumé: Art, Music, Dance, Drama, Exhibitions, Conferences, Festivals – these are all part of a massive Events Industry which has a huge financial impact on the European economy. The great challenge is to recognize and understand the needs of the industry in each country, identify the universal themes across Europe and then train cultural event managers for the future.

STEM began by identifying the needs of the sector by asking culture and arts events professionals what they wanted from their existing staff, their newest employees and event managers of the future. From this came a concept called "Principles of Cultural Event Management."
Those principles formed the basis of a course which recognises real sector needs, is based on original research, is relevant to nations across Europe, and trains the cultural event managers of the future.

The project focused on the learning materials developed and used in the UK to achieve the Event Manager qualification standards. These materials have been developed by Gecko Programmes, and then enhanced, adapted, and transfered to Italy, Portugal, France, and Poland, so that vocational learners could be supported to achieve a standard of competence that was initially developed in the UK and could become relevant for Event Managers who are mobile across European borders and beyond. A training programme came to be successfully delivered in Italy, Poland, France and Portugal.

The transfer of innovation was realized through the following steps:
- Adaptation of the innovation to local contexts and needs
- Translation of the innovation into Italian, French, Polish and Portuguese
- Pilot run - the EDI Level 3 Certificate in the Principles of Event Management was tested within the project partners. The aim of this phase was to test the materials and to identify needed changes to ensure local-context adaptation and "Europeanization" of the innovation for future wider EU transfer.
- Monitoring activities and an improvement plan
- Final versions - the EDI Level 3 Certificate in the Principles of Event Management was enhanced and become applicable in the context of the involved countries. It was a starting point toward the definition of National Qualification Standards (except UK).
- Dissemination

Description: To develop enterprising people so that they can operate as cultural event managers, we have:
- Sought the views of the events industry
- Together, designed a new course that delivers the knowledge and skills needed
- Delivered the course in the UK, Portugal, Poland, France and Italy.

The project had a relevant impact on:
- Learners; we measured that learners in each of the delivery nations became more than 90% engaged with cultural events since the completion of the training course; in the UK this figure is 100%, proving that the course facilitates the advent of economic

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activity in this sector.
The Pilot reached a major objective of providing the learners with a skill related preparation, giving them the possibility of entering the Event Industry.

- Teachers/trainers in Event Management shared EDI Level 3 Certificate in the Principles of Event Management methodology and content, thereby upgraded and updated their teacher/trainer competences

- VET provider organizations; improved the quality of their training offer, providing an innovative training path and methodology for Event Management training courses

- Event Management SMEs; received a training path for their personnel and gained an innovative and effective methodology for training

- Event Management professionals; experienced an internal training path to update and systemize their informal and non formal background and competences

- The public bodies in charge of the definition, recognition and certification of competences/professional profiles: gained a strong contribution to their work on informal and non formal competences of the Event Manager from a learning outcomes point of view.

We established a project management routine that was divided by each WP with allocated resources - staffing, travel and sub-contracted. Each WP was broken down into tasks and a Task Plan was produced and further updated.
WP 1: Management
WP 2: Context Analysis
WP 3: Adaptation and translation
WP 4: Pilot Run
WP 5: Pilot Monitoring
WP 6: Methodology Final Version
WP 7: Dissemination and exploitation
WP 8: Quality Assurance

Thèmes:
*** Marché du travail
*** TIC
*** Formation tout au long de la vie
*** Enseignement supérieur
*** Validation, transparence, certification
*** Orientation professionnelle
*** Entreprise, TPE, PME
*** Formation continue
** Étude interculturelle

Sectors:
*** Enseignement
*** Arts, Spectacles et Activités Récréatives

Types de Produit:
Modules
Site Internet
Transparence et certification
Matériel d'apprentissage
Méthodes d'évaluation

Information sur le produit:
The main product of the STEM project is the EDI Level 3 Certificate in the Principles of Event Management designed in the UK by Gecko Programmes Ltd with reference to the UK National Qualification Standard for Event Management. The EDI Level 3 Certificate in the Principles of Event Management is both a Methodology and a Training Path. This project developed, adapted and translated a UK designed training programme into a training programme that came to be successfully delivered in Italy, Poland, France and Portugal. Developing the final materials followed a process of adaptation and translation, a pilot delivery, monitoring and then the improvement required for the final version.
The Course;

Information sur le projet

- Professionally-led, developed across Europe, with concrete links to VET
- Modular approach, covering research, event planning, health & safety, set-up & breakdown, evaluation & reporting, and more
- Seeks to help learners understand the complex set of working relationships in the events industry
- Encourages mobility, develops cultural networks between delivery partners and creates new skills for new jobs

The focus of the training is to;
- Develop individuals with a real knowledge of the sector, the cultural conventions of their region and the European perspective
- Ensure competence in all levels of event management
- Ultimately, to train those individuals to become the next generation of professionals in the field of event management.

Page Web du projet: http://www.stem-events.eu

Contractant du projet

Nom:	Gecko Programmes Ltd
Ville:	Wolverhampton
Pays/Région:	West Midlands
Pays:	UK-Royaume-Uni
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.geckoprogrammes.co.uk

Personne de contact

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Coordinateur

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Site Internet:	http://www.geckoprogrammes.co.uk

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Partenaire

Partner 1

Nom: Fundacja Rozwoju Przedsiebiorczosci
Ville: Lodz
Pays/Région: Lodzkie
Pays: PL-Pologne
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: http://www.frp.lodz.pl

Partner 2

Nom: ONECO – Organización de Educación Comunitaria
Ville: Seville
Pays/Région: Andalucia
Pays: ES-Espagne
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: http://www.oneco.org

Partner 3

Nom: ETIC – Escola Técnica de Imagem e Comunicação
Ville: Lisbon
Pays/Région: Lisboa
Pays: PT-Portugal
Type d'organisation: Autres
Site Internet: http://www.etic.pt http//www.epi.edu.pt

Partner 4

Nom: L'Institut de Développement et Enseignement Multimédia
Ville: Le Soler
Pays/Région: Languedoc-Roussillon
Pays: FR-France
Type d'organisation: Autres
Site Internet: http://www.lidem.eu

Partenaire

Partner 5

Nom:	Ce.S.F.Or. - Centro Studi Formazione Orientamento
Ville:	Rome
Pays/Région:	Lazio
Pays:	IT-Italie
Type d'organisation:	Autres
Site Internet:	http://www.cosfor.net

Données du projet

Meeting Minute_STEM_Lodz.dotx

http://www.adam-europe.eu/prj/9717/prj/Meeting%20Minute_STEM_Lodz.dotx

Meeting Minutes

Meeting Minute_STEM_Perpignan.docx

http://www.adam-europe.eu/prj/9717/prj/Meeting%20Minute_STEM_Perpignan.docx

Meeting Minute Perpignan

Meeting Minute_STEM_Wolverhampton.docx

http://www.adam-europe.eu/prj/9717/prj/Meeting%20Minute_STEM_Wolverhampton.docx

Meeting Minute Wolverhampton

Report_WP2.doc

http://www.adam-europe.eu/prj/9717/prj/Report_WP2.doc

Context Analysis

STEM Leaflet .pdf

http://www.adam-europe.eu/prj/9717/prj/STEM%20Leaflet%20.pdf

Final project leaflet

STEM_Leaflet.pdf

http://www.adam-europe.eu/prj/9717/prj/STEM_Leaflet.pdf

Leaflet

STEM_Lisbon_Meeting Minutes.pdf

http://www.adam-europe.eu/prj/9717/prj/STEM_Lisbon_Meeting%20Minutes.pdf

Meeting Minutes_Lisbon March 2014

STEM_Rome_Meeting_Draft_Minutes.doc

http://www.adam-europe.eu/prj/9717/prj/STEM_Rome_Meeting_Draft_Minutes.doc

Meeting Minutes_Rome November 2013

STEM_Seville_Meeting Minutes.docx

http://www.adam-europe.eu/prj/9717/prj/STEM_Seville_Meeting%20Minutes.docx

Meeting Minutes_Seville July 2014

Produits

1 Context analysis

2 Methodological guidelines

3 Training path final version

Produit 'Context analysis'

Titre:	Context analysis
Type de Produit:	Description de nouveaux métiers
Texte marketing:	This report involved; 1) Need analysis - an in-depth study of the teachers'/trainers' and learners' needs regarding the updating and acquisition of competences and skills relevant to Event Management, taking into account the educational work and work environment. 2) Best practices of existing training offers in the UK, Poland, Italy, France and Portugal. A 360* review of training offers for Event Managers focusing on competence recognition. 3) Report on public bodies investigated existing public policies in terms of recognition of the Event Manager professional profile in connection with National Qualification Frameworks.
Description:	This report involved the study of the state of the art of (cultural) Event Management in the partners' countries with particular attention to the leading professional figures/players in Event Management. The following needs/aspects were considered: - Academic and VET system needs: trainers'/teachers' and learners' training needs in terms of competences/skills update - Labour Market needs: SME needs in terms of competences and professional profiles. The report examined also the existing offer and best practices of training paths by public (universities, VET providers etc) and private (foundations, VET organisations etc) providers, their structure, the competences/skills offer, the learning outcomes, and their connection with the SME world and the Labour Market. The survey had a regional and national dimension. In this activity, particular attention was paid to identifying teaching/training best practices to be used as reference points within the project.
Cible:	All project partners, evant managers, SMEs, professionals, teachers/trainers, project mangers,public institutions, policy makers
Résultat:	
Domaine d'application:	Research on the state of the art of (cultural) Event Management in the UK, France, Italy, Poland and Portugal with particular attention to the leading professional figures/players in Event Management
Adresse du site Internet:	http://www.stem-events.eu
Langues de produit:	anglais

product files

Report_WP2.doc

http://www.adam-europe.eu/prj/9717/prd/4/1/Report_WP2.doc
Needs analysis, report on best practices and public bodies

Produit 'Methodological guidelines'

Titre:	Methodological guidelines
Type de Produit:	Matériel d'apprentissage
Texte marketing:	Guidelines on training path methodology. Methodological guidance and training materials are inseparable, they make the complete Training Path.
Description:	Guidelines concerning methodology behind the training path containing a detailed description of each step of the path, objectives and learning outcomes.
Cible:	Training providers, teachers/trainers, project managers, VET providers, professionals, cultural event managers, universities
Résultat:	The main objective of the STEM project was to transfer the methodology and Training Path designed in the UK to Italy, France, Poland and Portugal.
Domaine d'application:	Training courses for cultural event managers, vocational training
Adresse du site Internet:	http://www.stem-events.eu
Langues de produit:	anglais

Produit 'Training path final version'

Titre: Training path final version

Type de Produit: Matériel d'apprentissage

Texte marketing: Training path/materials adjusted according to territorial needs, to local training and economic features with particular attention to Labour Market needs. In adaptation of the materials were involved; teachers/trainers, project managers, cultural event managers, VET providers, professionals. Training path required additional material concerning personal adaptability and ways of working, to facilitate adapting to cultural differences as a mobile worker.

Description: The adaptation was done by:
- adding new materials responding to local/national needs and training requirements (information form WP2 Context analysis)
- adapting UK materials
- adding best practices form the partner's nation
- providing new links and case studies
- providing new assignments

Final adapted version of the training path consist of:
1. Learning Objectives & ECVET 2. Methodology
3. Scheme of Work (organisation of the workshop, speakers, local/international placements etc.)
4. Materials
a) materials for learners
b) materials for teachers
5. Assessment
a) criteria
b) forms/tools

Cible: Teachers/trainers, learners, VET providers, professionals, SMEs, universities, policy makers

Résultat: This result by providing the completed (tested and adapted) materials contributed to the main project objectives;
- to transfer the methodology and Training Path designed in the UK
- to initiate a transfer of the UK Qualification Standard for Event Managers and its migration from the UK's National Qualification Framework (QCF) into EQF, starting with Learning Outcomes recognition.
- to improve the training offer for Event Managers in the UK and in Europe in close cooperation with employers and practitioners.

Domaine d'application: Training courses for Cultural Event Managers, vocational training

Adresse du site Internet: http://www.stem-events.eu

Langues de produit: anglais

Événements

Project Management Meeting

Date	10.07.2014
Description	Last management meeting.
Cible	Project partners
Public	Événement non public
Informations de contact	
Date et lieu	10-11 July 2014, Seville, Spain

Project Management Meeting and a dissemination event

Date	27.03.2014
Description	The meeting in Lisbon was organised in March in connection with the “Futurália” fair in which ETIC had a promotional space. That was a great dissemination opportunity for the project. Futurália” is the largest national event for education and training in Portugal. In 2013 Futurália received over 54,000 visitors and saw attracted 430 national and international institutions and companies involved in teaching and training. During “Futurália” fair Ana Calvet from ETIC had a presentation on STEM, explaining the history of this project, partners involved, objectives and impact. She paid particular attention to the Pilot Run delivered in Portugal by ETIC. About 500 STEM leaflets were distributed. In the Video Hall the STEM video was showed 4 times a day. In Lisbon we also worked on evaluation report and final version of the materials. Ce.S.F.Or. presented a common evaluation report which contains indicators and reflections on the impact of the pilot on all target groups: Teachers/trainers, Learners, Managers, Professionals, Industry and SME representatives, Training path designers. The purpose of this report was to monitor and evaluate the training course pilot (WP4) and the teaching/learning impact on the target groups, systematizing the lessons learned and thus preceding the final version of the training materials. Project Partners, University representatives, professionals, teachers/trainers, adult learners, students, SMEs representatives, policy makers
Cible	Project Partners, University representatives, professionals, teachers/trainers, adult learners, students, SMEs representatives, policy makers
Public	Événement public
Informations de contact	
Date et lieu	27-28 March 2014, Lisbon, Portugal

Événements

Fourth Management Meeting

Date	24.11.2013
Description	Ce.S.F.Or. organised fourth management meeting in Rome in November. That was the time when partners from France, Italy and Poland run pilot trainings in their countries whereas Portugal was in the phase of preparation. All partners presented their training: learning objectives, target groups, mode of delivery, logistics, certification and assessment criteria. Ce.S.F.Or. presented the Monitoring Plan and Tools for a brief discussion with Partners. It was agreed that Ce.S.F.Or. will realize a common evaluation report collecting the questionnaires sent by each partner. The result will be the production of an Improvement Plan. The report will contain both statistic and quality elements. An overview of exploitation planning was done. The main topics were: Intellectual Property Rights, certification and commercialization. Plans for the future: the Partnership explored the opportunities to go further with the STEM products designing new projects and considering local funding and EU programmes such as Erasmus+ and Creative Europe. In these cases additional information will be collected once the respective calls are published.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	24-26 November, 2013, Rome, Italy

Événements

Third Management Meeting

Date	11.07.2013
Description	The third management meeting took place in Lodz in Poland and it was focused mainly on WP3 - Adaptation and Translation and WP4 - Pilot Run. All Partners have completed their training path adaptations, methodology and training path translations. However, due to the emergence of more training materials from the UK Pilot Run, it was decided to revisit WP3; selecting and translating additional handouts and assignments form the UK Pilot. Mike Owen of Gecko presented an outline of the UK Pilot Run. It was agreed that each Partner will make its own choice concerning the organisation of the programme, recruitment and selection, the mode of delivery, content, delivery and assessment. This led to discussion regarding each of these topics. Ce.S.F.Or, L'idem, ETIC and FRP will deliver their training between October and December 2013, the duration will vary from country to country and it will be between 40 to 60 hours. A monitoring plan (WP5) had been presented by Ce.S.F.Or. It was agreed that we need to find methods to assess: learner satisfaction, learning – attaining the learning objectives, assignments for assessment, teaching – quality of materials, engagement by the tutor. To better promote our project we agreed to make a short video, where each Partner addresses a single question. The video will be edited by L'idem.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	11-12 July, Lodz, Poland

Événements

Second Management Meeting

Date	21.03.2013
Description	In March 2013 L'IDEM hosted second management meeting in Perpignan, France. During the first day Report on context analysis and best practice definition had been presented by Gecko. The report is a collection of context analysis from Partners on the cultural event industry and professional training for cultural event managers in UK, Poland, Italy, France and Portugal. Gecko presented progress within WP3. Technical term glossary had been designed by Gecko and later translated by all delivery partners in four languages. Methodological guidelines were produced by Gecko and shared will all partners. Training path adapted version will be ready by June. All partners will be responsible for their own adaptation. Training path will require additional material concerning personal adaptability and ways of working, to facilitate adapting to cultural differences as a mobile worker. Gecko made a presentation of UK pilot (WP4) including recruitment process, recruitment criteria, logistics, mode of delivery, certification, assessment criteria; as an example for other partners.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	21-22 March 2013 Perpignan/Le Soler, France

Événements

Inaugural Management Meeting

Date	16.11.2012
Description	The inaugural management meeting took place in Wolverhampton, United Kingdom in November 2012. Gecko Programmes hosted partners from Italy – Ce.S.F.Or., Portugal – ETIC, Poland – FRP and Spain – ONECO. First day we started with Partner introductions and then moved to introduction of the project; item to transfer, workflow, expected results and expected impact. All decisions and actions were attributed to the Work Packages. As a result some Work Packages have been arranged, and the Task Plan has been updated. During the two day meeting we paid particular attention to WP1 Management, WP3 Adaptation and Translation, WP4 Pilot Run and WP7 Dissemination. All Partners left with a clear Task Plan and workflow allocation. The next meeting will take place in Perpignan, France in March 2013.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	4-6 November, Wolverhampton