

Event Management Apprenticeship Programme Board

Event Management Apprenticeship Programme - Board Application

We are seeking professionals to join our Board that will bring the right values, skills, attitude and commitment to deliver the new Event Management Apprenticeship Programme (EMAP).

Whilst this is a volunteer role, being a board member is a crucial industry leadership position where members will be responsible for the financial and cultural success of the programme. Board members will defend and promote our mission, act as key spokespeople and drive their own programme initiatives.

You will be part of this important industry body, supporting apprentices, employers, training companies, end assessment providers, mentors, and the industry as a whole to deliver a successful apprenticeship programme that attracts and retains new and diverse talent into the Events industry.

We will work with the industry to develop new Trailblazer Apprenticeship standards, to help apprentices and employers gain qualifications through to degree levels, and to provide an alternative 'learn-as-you-earn' education route for progression within the industry.

By becoming an EMAP Board member you will be part of the most exciting training and development opportunity within the Event and Live Communications industry - designed by the industry, for the industry.

Board members will be appointed as directors of the company and will therefore have to abide by the statutory responsibilities as set out below:

- follow the company's rules, shown in its articles of association
- keep company records and report changes
- ensure that both accounts and Company Tax Return are filed in due order
- tell other shareholders/stakeholders if they might personally benefit from a transaction the company makes

Directors will be responsible for hiring other people to manage some of these things day-to-day (for example, an accountant) but they will still be legally responsible for the company's records, accounts and performance. They will also be required to follow the Code of Conduct established for the Board.

Event Management Apprenticeship Programme Board

Context

In order to maximise the uptake of apprenticeships in the industry, develop the next Event Management Apprenticeship standards, drive governance and a successful communication programme, we need to set up a Board that will drive the programme for the future.

To do this we need to ensure that that the Board reflects the breadth of the industry and that Board members:

- Are dedicated and passionate
- Have sufficient time to take ACTION
- Will run working parties aligned to their area of accountability and make things happen
- "Bring a fresh approach"

Purpose of the Board

The purpose of the Board is to ensure that apprenticeship outcomes meet the event and live communications industry's agreed apprenticeship standards. Currently, only the entry level standard of 'Event Assistant' is available, but higher levels are to be developed.

Apprenticeship levels and their equivalent educational match

Name	Level	Equivalent educational level
Intermediate	2	GCSE
Advanced	3	A level
Higher	4,5,6 and 7	Foundation degree and above
Degree	6 and 7	Bachelor's or master's degree

Role and Responsibilities of the Board

- The role of the Board is to monitor, evaluate and hold to account, the quality assurance of the Event Management Apprenticeships, and ensure they remain fit for purpose for the industry.
- Board members are required to work openly, challenge, innovate and drive the industry's commitment to quality apprenticeships in England and Wales.

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All members will be provided with a briefing to ensure they are familiar with the requirements of the Event Management Apprenticeship Programme.

Other responsibilities of the Board include:

- Agreeing key matters relating to Event Management Apprenticeships that should be communicated to the Institute for Apprenticeships.
- Providing industry context to apprenticeship policy and the wider skills agenda – e.g. by inputting collective responses to relevant consultations.
- Sharing the Board's aims with industry networks and actively communicating and engaging other employers and partners to achieve high quality apprenticeships.
- Holding the appointed Secretariat to account where appropriate.
- Driving the future development of new apprenticeships to include Levels 4,5,6 & 7
- Driving funding, manage costs and approvals of accounts/financial statements.
- Approval of any sponsorship agreements.
- Assessing PR, marketing and communication campaigns.
- Setting up and managing Working Parties to carry forward relevant actions set by the Board.

Measures of success

The success of the Board's activities will be measured on:

- An agreed percentage of employers offering Event Management Apprenticeships who report that the content and assessment meets their business needs
- The number of Event Management apprentices employed
- Retention rates
- The number of employers offering Event Management Apprenticeships
- The number of apprentices progressing to the higher level apprenticeships

Note: Within the first six months, the Board will agree the baseline measures and appropriate annual targets.

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Board Membership and Code of Conduct

Voting members

- Membership is open to all employers of all sizes and types, and will include a minimum of two employers in the events and live communication industries.
- Membership is for a period of two fiscal years, at which point the place on the Board is subject to re-election (via public nomination as outlined below).
- Other businesses and organisations with an interest in the apprenticeship programme will also be encouraged to support/join the board.

If membership is at full capacity, individuals that express an interest to have a seat on the Board will be invited to join Working Parties.

In the case that additional membership to the Board is necessary (e.g. where new skills / knowledge base is required), the Board is able to "co-op" members for a period of six months. The appointment is subject to approval by the majority of the Board. While the necessity to vote on decisions is not expected, in the case where a matter cannot be resolved, it will be used as a method of conclusion. The Chair of the Board will maintain the casting vote.

The Board will review the terms of reference annually and agree required amendments accordingly.

On expiry of term, members may re-apply for a place on the Board. However re-election is not automatic, thus giving opportunities for other employers and organisations to be part of the Board.

A Board member must give three months notice in writing to the Chair of the EMAP Board should they need to resign from the position.

Positions will not provide any remuneration, unless the Board has unanimously voted to sub-contract execution of work to a funded resource; i.e. PR, specialist campaign or competency skillset

The aim is to appoint a Board that reflects the industry and supports diversity and new talent.

All Board members must undertake a CRB check and provide results within one month of appointment. <https://crbdirect.org.uk>

Non-voting members

Additional members of nominated partner organisations may be co-opted by the Board: from colleges, private training providers, diversity advisors and independent assessment organisations, whose term lasts one fiscal year.

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Confidentiality

Members of the Board must:

- Only share information that is for the public domain and does not put the reputation of individuals or organisations at risk (confidential material/matters will be noted as such to Board members).
- Declare any interest in matters that may influence Board members' advice or decision-making.
- Declare any conflict of interest or commercial gain to be made by a becoming a Board member, or at discussions that may arise during board meetings and EMAP activities.

Meetings, Attendance and Time Commitment

- Meetings will be held every quarter in June, September, December and March.
- Members will be provided with access to papers and information for meetings.
- The agenda and papers will be published two weeks in advance of scheduled meetings.
- Meetings will typically run for three hours, unless otherwise agreed by the members.
- Non-members will be invited to meetings on agreement of the Chair.
- The location of meetings will be agreed by the Board to ensure fair access to all.
- If a Board member misses two consecutive meetings their continued membership will be reviewed by the Chair and brought to the attention of the Board. Should a member miss three consecutive Board meetings, it will be deemed that they have resigned from the board and their board place will be offered for re-election.
- Members are able to nominate a named deputy, with the approval of the Chair, but substitution at meetings is discouraged.
- The quorum for Board meetings is 5 or 50% of employer membership whichever is higher.
- It is expected that Board and Working Party members will be able to dedicate at least 18 days a year to the Event Management Apprenticeship Programme.
- Board members will be required to attend EMAP events and relevant industry events, as required.

Working Parties

- Where technical or functional expertise is required to manage activities on behalf of the group, Working Parties will be formed in agreement with the Board.
- The terms of reference of Working Parties will be agreed by the Board to ensure clear objectives, and efficient and effective outcomes.

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Secretariat

The Board's work will be supported by a non-Director Secretariat role, or other resources as the Board sees fit. The secretariat function will be accountable to the Chair and responsible for:

- Providing secretariat to the Board: e.g. setting meeting agendas, handling logistics
- Recording outcomes and handling communications
- Producing and circulating papers/reports
- Monitoring and maintaining Board and Working Party membership
- Handling fiduciary matters
- Executing actions delegated to them by the Chair, the Board, and Working Parties, as appropriate

Board Roles

1. Chair - Board and programme governance
2. Finance and accountancy management
3. Communications and PR
4. Training development
5. Quality assurance
6. Stakeholder engagement and sponsorship
7. Diversity
8. Apprentice recruitment
9. Employer engagement and apprentice adoption

The EMAP Interim Board will assume the following positions:

Mark Riches	Chair
Sarah Wright	Vice Chair and Employer Engagement and Apprenticeship Adoption
Simon Hughes	Stakeholder Engagement and Sponsorship

Board Member Role Descriptions

Chair

The Chair will be responsible for the Board and Programme Governance. They will be responsible for:

- Ensuring that the Board functions properly, that there is full participation during meetings, that all relevant matters are discussed and that effective decisions are made and carried out

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- Set the agendas and chair the quarterly Board Meetings. Manage the Secretariat in terms of meeting agendas, communications, logistics and reports
- Holding the appointed Secretariat to account where appropriate
- Ensuring key matters relating to the Event Management Apprenticeship Programme is communicated to the Institute for Apprenticeships, and to be the point contact back into the events and live communications industry
- Providing industry context to apprenticeship policy and the wider skills agenda – e.g. by inputting collective responses to relevant consultations
- Liaising with the Institute for Apprenticeships and other apprenticeship partners on behalf of the Board and industry. To build dialogue with the IFA relationship manager, and keep open communication channels
- Working with and managing the Board to deliver against Programme objectives
- Signing off Working Party strategies and deliverables
- Providing leadership and guidance to all Board members, listening to all opportunities and challenges
- Being a spokesperson for the programme
- Developing and managing Board and Programme Governance

Finance

The Board Member accountable for **Finance** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Optimising the Community Interest Company's financial performance and strategic position.
- Taking overall control of the company's accounting function
- Working with the Chair and Stakeholder Engagement Board member with regard to the management of Sponsorship funding
- Managing the annual accounts and financial forecasting
- Providing support to employers and Apprentices with regard to grant and levy enquiries
- Driving funding, manage costs and submission of all relevant reports and accounts
- Setting targets and monitoring success of the programme of work
- Ensuring all Government reporting is completed
- Ensuring the Company complies with all relevant regulations
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.

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Communications and PR

The Board Member accountable for **Communications and PR** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Agreeing key matters relating to Event Management Apprenticeships that should be communicated to all relevant stakeholders
- Providing industry context to apprenticeship policy and the wider skills agenda – e.g. by inputting collective responses to relevant consultations
- Sharing the Board's aims with industry networks and actively communicating and engaging other employers and partners to achieve high quality apprenticeships
- Developing PR, marketing and communication strategies and campaigns
- Working with all other Board members to develop and manage content of the Event Management Apprenticeship website/industry portal and all communication and PR content
- Running quarterly reviews of the website content and performance
- Developing blogs, video content and case studies for the website and other communication programmes, or delegating actions to co-opted resource
- Being key contact for media and co-ordinating responses
- Setting targets and monitoring success of the programme of work
- Making public key information on external quality assurance activities including a concise annual report at the end of each fiscal year
- Maintaining information and documentation on-line for public access
- Providing information and guidance to Employers and Apprentices via varied media, for example through events and webinars

Training Development

The Board Member accountable for **Training Development** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Working collaboratively with the apprenticeship delivery network to encourage best practice on programme training and development issues
- Reviewing evaluation results to ensure that the Event Management Apprenticeship Programme remains fit for purpose, and advising on maintenance matters that may impact on external quality assurance
- Driving the future development of new apprenticeships, specifically to the levels of 4,5,6 and 7
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.

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- Setting targets and monitoring success of the programme of work

Quality Assurance

The Board Member accountable for **Quality Assurance** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Agreeing measures to benchmark external quality assurance results
- Overseeing external quality assurance results, based on quarterly reports provided by the assessment organisations, and agreeing corrective action as necessary
- Working collaboratively with training providers and assessment organisations to identify and address matters relating to the external quality assurance process and results
- Reviewing and addressing complaints and handling external quality assurance results.
- Ensuring the consistency of assessment materials across assessment organisations
- Managing, conducting and reporting on external quality assurance to the Board, to include:
 - Checking the competence of external assessment staff
 - Checking the internal quality assurance of assessment organisations
 - Working with End Point Assessment organisations, ensuring they are working in the spirit of the Board values and long-term ambitions of the Event Management Apprenticeship Programme
 - Reporting and managing information resulting from external quality assurance to assessment organisations (and ensuring corrective action is planned as necessary)
 - Conducting employer and apprentice satisfaction surveys as part of the external quality assurance process
 - Working collaboratively with assessment organisations to provide relevant information and documentation to support external end assessment
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.

Stakeholder Engagement and Sponsorship

The Board Member accountable for **Stakeholder Engagement and Sponsorship** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives

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- Engagement and relationship management of all Trade Associations and other relevant parties to support the aims of the Event Management Apprenticeship Programme
- Day to day management of the relationship with relevant Government departments
- Seeking opportunities to attend events and managing content to promote the Apprenticeship scheme
- Development of sponsorship agreements and manage sponsor communications. Specifically seeking a pipeline of sponsors and commercial supporters who are committed to the long term prosperity of the Apprenticeship Programme.
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.
- Setting targets and monitoring success of the programme of work

Diversity

The Board Member accountable for **Diversity** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Managing all key stakeholders to drive the recruitment of ex-offenders into apprenticeship opportunities
- Developing strategy and actions that ensure a fully diverse Apprenticeship Programme, that opens employment routes for all, no matter age, ethnicity, disability, sex, sexual orientation, gender or demographic
- Setting targets and monitoring success of the programme of work
- Developing content for employers to drive recruitment
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.

Apprentice Recruitment

The Board Member accountable for **Apprentice Recruitment** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Managing the relationship with key stakeholders, industry bodies and third parties to drive the recruitment of apprentices e.g. The Princes Trust, Springboard, training providers
- Identify and manage opportunities to promote the programme to potential candidates e.g. schools, educational press

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- Work with the Employer Engagement and Apprentice Adoption Board member to match roles to apprentices
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.
- Setting targets and monitoring success of the programme of work

Employer Engagement and Apprenticeship Adoption

The Board Member accountable for **Employer Engagement and Apprentice Adoption** will be responsible for:

- Setting up and managing a Working Party to deliver against Board objectives
- Working with the Apprentice Recruitment Board member to match roles to apprentices
- Developing and managing an employer recruitment campaign and tracking responses
- Managing the relationship with key employer stakeholder groups
- Being a spokesperson for the programme in general and in particular for their area of the Programme
- Working with all other Board members to develop content for the Event Management Apprenticeship Programme website and all communication and PR content, as required.
- Setting targets and monitoring success of the programme of work

Application Process

Board Member Specification

- Members must demonstrate a passion for the Event Management Apprenticeship Programme. They must demonstrate a passion to drive the industry's commitment to quality apprenticeships, and a genuine desire to raise the overall quality of professional standards in the events and live communications industry and to improve skills, diversity, employment access routes, and productivity across the industry.
- The individual must be nominated by an employer or stakeholder in the events and live communications industry, with selection based on a complimentary mix of specialisms and expertise in relation to apprenticeships, for example: skills development, global skills models, human resource management, talent management, events, finance, policy, marketing and communications.
- Where a business is represented on the Board, they must employ, or intend to employ, at least one apprentice (the expectation is that the number of apprentices will be considerably higher in larger businesses)

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Application Process

- Seats on the Board are available to all through this open application process
- In setting up the Board, membership opportunities will be promoted for a minimum period of four weeks via relevant trade associations, and through appropriate networks, for example the media and industry network/groups.

Equality and Diversity

- The EMAP Board is committed to having a diverse membership. We welcome applications from men and women irrespective of their ethnic or national origin, disability, age, marital status, sexual orientation, race, colour, nationality or religion.