



FACT SHEET

Event Design Certificate Young Professionals (EDC YP)

what is #EventCanvas?

The [#EventCanvas](#) is a strategic management template for developing new or documenting existing events and conference models.

It's a visual chart with elements describing an event's promise, how it helps stakeholders to get their jobs done, resolving pains and creating gains within a set framework of commitment and expected return. The canvas articulates how the behaviour changes as a result of having participated in the event as well as stating the required levels of satisfaction against expectations. Additionally the canvas outlines the costs and expected revenues in relation to the customer journey (service design) and the instructional design of the event.

The Canvas helps organisations align their activities by illustrating potential trade-offs of their events. Designing an event can be achieved through a 10 step #EventCanvas methodology where the team involved in the event systematically analyses, describes and outlines the inputs for the components in the final canvas prototypes. Event Design and EDC certification is currently being adopted as a practice in leading organisations across the world (United Nations, International Olympic Committee, MPI, Internet Society)

The #EventCanvas was created by Ruud Janssen and Roel Frissen. The #EventCanvas is available free download under a Creative Commons 4.0 license at www.eventmodelgeneration.com

what is EDC?

EDC is an acronym for Event Design Certificate. The first globally recognised event design certificate program, created by Event Model Generation in cooperation with Meeting Professionals International and San Diego State University. This program is designed for senior professionals who either have events in their portfolio or consult clients who have. EDC is an immersive 3 day program on campus in San Diego CA with a six month post program project in order to obtain the EDC certificate. More information on www.certificateineventdesign.com

what is EDC Young Professional?

EDC Young Professional is designed for Universities offering Event Management programs to teach the #EventCanvas methodology and approach to students. We train faculty to be able to deliver the program and we supply them with all the tool and resources necessary. In essence the EDC YP is an international certificate programme for Universities, delivered by own faculty based on and continuously improved by methodology and content from #EventCanvas.

Students receive an international Event Design Certificate after completing a course and publication of an approved case study event design. Students pay 25 EUR or equivalent in your currency to receive this certificate. Certificates are numbered, signed and issued by Event Model Generation.

EDC YP will be an integral part of a minor offered in your University and faculty will be trained and kept up to date in order to deliver the course. A 1,5 day Train the Faculty Programme needs to be completed to be able to deliver the content. A bi-annual update call will refresh their knowledge. Slides, documentation and case studies will be available for faculty. The book 'EVENT meets DESIGN' Designing and Creating Epic Events that Matter' will become reading material for students in the minor. The fee for the trainer is 500 EUR per trainer per year. The Train the Faculty Programme: 1,5 day training: 8150 EUR, approximate travel cost: 750 EUR, Tools and material: 100 EUR, Hotel accommodation before and during the programme.

What it means for qualified EDC Yp practitioners:

- competitive advantage and employability in leading organisations
- connect to a community of EDC certified Event Leaders; >350 trained #EventCanvas practitioners, 2000 user across 58 countries

what are the costs?

Variable cost:

Students: 25 EUR per certificate

Faculty: 500 EUR per trainer per year

Fixed cost:

Train the Faculty Programme: 9000 EUR

what is our plan?

The canvas is a free downloadable template which can be used by anyone. We believe the #EventCanvas helps professionals to produce more effective events. One of our KPI's is the number of users and the number of users which are proficient in the use of this canvas. that is why we organise workshops, masterclasses and Event Design Certificate Programmes in different countries on different continents.

By bringing the #EventCanvas and the methodology to the next generation in the Universities we believe we can help elevate the profession. Infographics rule over white papers and the students love the comprehensive way of approaching events. The structured process which eventually comes together in a one page Event Design enables the students to change the conversation about events and gives them a fresh perspective on how events can impact society, business, life and our world.

All prices are excluding costs for travel and accommodation. We will not charge for time spent on travel, unless otherwise stated.

Best regards,

Ruud Janssen, CMM, DES & Roel Frissen, CMM

PS: Download the free Canvas here: <http://www.eventmodelgeneration.com/#download> and see the 111 second explainer video here: <http://www.eventmodelgeneration.com/#video>