

The UK event industry is without a doubt one of the world's best, thanks to a number of extremely professional individuals and companies at the top of the tree. These people and firms have the benefit of years of experience, a competency in their field and the training to back it all up, according to Andy Cotton...

Training, knowledge and experience

TRAINING, knowledge and experience are the key factors for occupational competency in the events world; each one is as important as the other.

So many times clients take on personnel or companies that have some knowledge and some training but no experience – or if they have experience they may have it in the wrong industry area; running a corporate conference is not the same as running an outdoor festival.

Events industry training is getting better but is still a long way behind other industry sectors, mainly because the training of events personnel is a relatively virgin trade.

In some cases training and education is delivered by personnel who have never worked in the industry, such as academics with little or no experience other than what they have read in a book.

There are numerous ex military, police, civil servants and emergency services trainers that are extremely competent in delivering specialist training for their fields, like medical, manual handling or fire training, but on numerous occasions they venture

into general event management training. Running a concert however does not need the same skills sets that retaking the Falklands Islands did.

The competent trainers are mainly the competent operators, like Richard Limb, Tim Roberts, Dick Tee, Mike Williams and Mike Richmond to name a few, but these guys are busy running events. However there are a few trainers like Keith Stills, Ron Woodham, Conor Moss and Eddy Grant who do work within academic confines but manage to provide considerable amounts of credible event training.

The training for technical production in the UK, however is some of the best globally. Rigging, sound, staging, light and power is exceptional, and certainly event safety is moving forward in leaps and bounds. Specialist courses at Derby and Leeds seem to be bridging the gaps where the standard NEBOSH qualifications are not always suitable for the events world. It must be said that NEBOSH and BSC are extremely important qualifications, however specific events safety qualifications must be seriously developed as the events



world has nuances all of its own, especially where crowds are concerned.

The most important thing though without a shadow of a doubt is experience and that experience should be in the sector of the industry that the companies are operating in.

There are so many companies and personnel in the events world who have done a course, helped other parties on a couple of events and then started their own company to

run events; disasters waiting to happen!

The key to successful and safe events is personnel that have been trained, have knowledge and have experience, all of which should be confirmed.

If they've been in the industry a few years, have NEBOSH qualifications and have watched others run events they may not necessarily be competent to run your event; that may be for a judge to decide in hindsight.