



Dear IFEA Members,

As professionals who manage festivals we invite you to participate in a global survey on event management practices.

The Canadian Tourism Human Resource Council (CTHRC) is conducting a global survey to further refine the final draft of the Event Management International Occupational Standard (also known as IEMS).

The CTHRC has been working with an international group of stakeholders to develop the current Version 1.0 and invite you to participate in the global on-line survey to further validate the content and provide more information about industry practices in your country or world region. You will be asked to rate the sub-tasks contained in the IEMS by relevance, frequency and criticality.

The term "event" for the purposes of this project is broadly used to describe any gathering that is held at a particular time, in a particular place, for a particular purpose. It applies to gatherings that are public or private; one-time or recurring; large or small; urban or rural; indoors or outdoors at one or more locations.

Specifically, the Council is looking for active industry participants that manage and are responsible for all aspects of an event; paid or volunteer; whether aspects are managed in-house or outsourced to subject matter experts (e.g. food and beverage service, payroll, event promotion, technical production elements). Active means that you have at least 3000 hours of experience within the last 5 years.

If you are interested in participating, you have options. You can either complete a partial survey (A, B, C or D) or the full survey. Please copy and paste the link to the survey of your choice in your web browser to access the survey.

IEMS Survey A: Strategic Planning, Project Management, Risk Management, Portion of Financial Management
http://www.surveymonkey.com/s.aspx?sm=JE_2bfqRP4v2B9z90un2HJfQ_3d_3d

IEMS Survey B: Portion of Financial Management, Administration, Human Resources, Stakeholder Management and Portion of Event Design http://www.surveymonkey.com/s.aspx?sm=68CJ_2fEv_2f26VMxm1AeqItPg_3d_3d

IEMS Survey C: Portion of Event Design, Site Management, Portion of Marketing
http://www.surveymonkey.com/s.aspx?sm=N8RZ3rWbTEkvzS07pftXOg_3d_3d

IEMS Survey D: Portion of Marketing, Professionalism, Communication
http://www.surveymonkey.com/s.aspx?sm=JJun6esRs9efcC7i5MIETQ_3d_3d

IEMS Survey: Includes all 145 Sub-Tasks (This version allows participants to skip the task areas that they don't feel confident/want to complete) http://www.surveymonkey.com/s.aspx?sm=QnFu802GKhYzvwlsVuSZPw_3d_3d

Please forward this message to anyone in your network who might fit the description above. The more professionals are participating the better the outcome will be.

Kind regards,

Eva Schausberger

Director, Foreign Credential Recognition Directrice du programme de reconnaissance des titres de compétence étrangers

T: 613.231.6949 ext. 258 F: 613.231.6853

eschausberger@cthrc.ca