

## Post-Grad Event Management Course in St Petersburg, Russia

Why do some events grow every year, while others just disappear?  
Where should you begin when building an event from scratch? How  
can a failing event be turned into a roaring success?

**It's as simple as baking a cake. We've got the recipe, and we want to share it with you.**

The exclusive St Petersburg Higher School of Translation & Interpretation was founded at Herzen University in 2008, by Russia's Ministry of Foreign Affairs, the UN, and the EU. Every year, less than 20 highly-trained graduates leave the school to pursue international careers in translation and interpretation.

70% of the School's graduates do internships with the UN and the EU. 25% of the School's graduates get full-time jobs with the MFA of Russia and such international organizations like the UN, the IPA CIS, Medecins Sans Frontieres and others.

The courses at the School are designed and **taught exclusively by active industry professionals**; to teach translation, you must be working as a translator. To teach event management, you must be working as an event manager.

This is a practical course, designed to launch you directly into a career in event management. **Between November and March**, you will learn:

- Event planning
- Official international protocol
- Event logistics
- Budgeting for events
- Media relations
- Attracting & retaining sponsors
- English for event management
- Crisis management
- Risk management
- Team building

**In April and May** you will put what you've learned into practice, with an internship at one of:

- The EU
- The UN
- The IPA CIS
- St. Petersburg International Economic Forum
- S St. Petersburg International Legal Forum
- S St. Petersburg International Gas Forum

**In June** you'll be one of an exclusive team of graduates with a Post-graduate Diploma in Event Management, knowledge of how top international events are managed, and practical experience in some of the world's leading international institutions. Jobs will be awaiting you in positions such as Director, Conference Management Department; Head of Marketing & Communications; Communications Consultant; Sponsorship & Exhibitions Business Development Manager; Conference Producer; Speaker Manager for International Conferences; Mass-Participation Event Manager; Conference Portfolio Director; Marketing Events Coordinator; Senior Events and Venue Manager...

**This will be the best 8 months, and 140,000 Roubles you'll ever spend.**

Get ready for the entrance exams in the last week of October. Sign up here to receive more information by email.

We look forward to seeing you in St Petersburg!