



# NAA PROFESSIONAL CERTIFICATE

IN EVENT & SAFETY MANAGEMENT  
CARDIFF ARENA APRIL 28<sup>TH</sup> TO MAY 1<sup>ST</sup> 2025



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# INTRODUCTION

The NAA Professional Certificate & Diploma has been specifically designed for those working in the event and festival industry in partnership with Mind Over Matter Consultancy, the market leaders in Crowded Space Management and Executive Education programmes. These dynamic courses are underpinned by the fundamental theory of event management, but with extensive real life experience, dynamic footage and detailed case studies to ensure an immediate relevance to the day-to-day practices in the industry.

*"I have learnt so much about myself with regards to my leadership abilities...I feel like I can take on anything now!"*

*"It's good to get an insight into how other venues operate. Working together can only make the industry stronger"*

*"It is so nice to be in the same room as other venue managers and have the opportunity to discuss issues that we all seem to face."*

*"I wasn't expecting to learn so much that I didn't already know...I have been proved wrong!"*

*"Knowing the case studies were true events made it so relatable and the live footage really-reiterates the importance of proper procedure."*

*"The relationships that I have built with other venues through these well-organised and memorable courses has been invaluable."*

*"This training is delivered by the best of the bunch. The tutors know exactly what they are talking about and the use of real-life examples ensures the theory is instantly applicable."*

*"There is nothing I can say that would improve these sessions....brilliant! I will be recommending that all my colleagues are given the opportunity to attend!"*

*"The course was extremely thought provoking and it has given me a lot of ideas to take back to my venue with regards to improving procedure and practice."*

## HOW THE PROGRAMME WILL WORK

This programme provides information for the next two course sessions the first in Cardiff and the second in Nottingham. Each programme comprises four modules and these have been rewritten, as we do each year and will take a slightly different format. Instead of following the theory and then looking at the practice, each module will follow the rhythm of the event and explore where the theory emerges.

This will provide participants a fully working understanding of the situational context and the environment within which the event is taking place

This programme provides the following modules:

### **Cardiff** - *Mon 28 April – Thu 1 May 2025*

Mon 28 April : Event Management and Planning

Tue 29 April : Sustainability

Wed 30 April : Legal Aspects

Thur 1 May : Antisocial Behaviour

### **Nottingham** - *Mon 22 - Thur 25 September 2025*

Mon 22 Sept : Pit Management

Tue 23 Sept : Counter Terrorism

Wed 24 Sept : Scientific Notions I

Thur 25 Sept : Event Technology

This programme will now be taught in small blocks with breaks for reflection to help those learning to get the most out of the programmes. If you need support in any way, please let us know.

# PLANNING FOR CROWDED SPACES

Mon 28 April 2025

Crowds are present in almost every location at one time or another. Sports, tourist sites, urban areas, the countryside, festivals, transport hubs and many other locations produce large gatherings of people. We are faced with daily challenges from terrorism and disease to slips trips and falls the need to mitigate the risk of these major and minor threats and hazards provides a sliding scale.

Planning for crowds is essential to any crowded space, and this does not just include invacuation and evacuation of sites but also the mitigation of minor hazards and challenges which can reduce the pleasure of those attending events and public space. This module will consider a range of elements including legal requirements, resilience, risk mitigation, spatial awareness, available resources. This module is primarily aimed at those persons responsible for the safe management of crowds, though it is also pertinent to those who wish to create a crowd management plan and by doing so, be better positioned to review and determine its suitability for a specific event.



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*“Often we don’t learn lessons in classes, but here we are shown why we don’t, and it makes sense.”*



## INTRODUCTION TO SUSTAINABILITY

Tue 29 April 2025

This short course is based on making decisions in constantly changing, high-pressure environments. It can be noisy, hot, very cold or impacted by high pressure. Incidents may occur at your event at any time. The course is delivered through a series of scenario-based activities, where you will work in a group making evermore complex individual and joint decisions, which will affect the outcome and planning of the event.

The course also focuses on the macro and micro environmental factors which create anti-social environments as well as the effect that alcohol and drugs have on the way in which people behave. A range of anti-social environment videos are shown and participants will focus on the different behaviours taking place and why they do.

*“Everything on this course is so relevant and applicable to our venue!”*



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# LEGAL ASPECTS OF EVENT MANAGEMENT

Wed 30 April 2025

Increasing amounts of legislation, which affect the events industry, together with a move away from a “no fault/no liability” position to a “strict liability” scenario, has left the door open for widespread claims for even the most minor injury in our “compensation culture”.

This module is aimed at all professionals who work in the live events industry and is intended to provide a grounding in aspects of current legislation, which are of relevance to the event professional. Though mainly focusing on English Law, relevant EU legislation and cases will be covered. There will also be reference made to relevant International cases and legislation to provide context.

*“An interesting insight into the legal aspects of our complex industry”*



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## WORKING IN ANTISOCIAL ENVIRONMENTS

Thur 1 May 2025

This short course is based on making decisions in constantly changing, high-pressure environments. It can be noisy, hot, very cold or impacted by high pressure. Incidents may occur at your event at any time. The course is delivered through a series of scenario-based activities, where you will work in a group making evermore complex individual and joint decisions, which will affect the outcome and planning of the event.

The course also focuses on the macro and micro environmental factors which create anti-social environments as well as the effect that alcohol and drugs have on the way in which people behave. A range of anti-social environment videos are shown and participants will focus on the different behaviours taking place and why they do.

*“Meeting and talking to all of these brilliant people from venues all over the UK has created new friendships for me.”*



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NOTTINGHAM ARENA SEPTEMBER 22<sup>ND</sup> TO 25<sup>TH</sup> 2025



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## EVENT TECHNOLOGY

Thur|25 Sept 2025

This short course focuses on both current and emerging technologies and practices that have an impact on the business of staging live events. The importance of applied information technology will be explored along with new developments in the area.

A key theme will be the increasing expectations of audiences in terms of the seamless use of technologies to enhance the audience experience of the event. The course will also look at emerging technologies which can help to improve the operational and logistical aspects of staging venue based live events.

*“There was no ‘death-by-powerpoint’ as the tutors were so engaging and they have so much knowledge to share from their own experiences. You can feel their genuine excitement for the subject!”*

# COUNTER TERRORISM

Tue 23 Sept 2025

Counter Terrorism consideration and Protective Security of crowded space events is a key requirement for event professionals. Working to achieve integrated safety, security and service at events is an essential enabler of a successful event. Current and recent threats to events and public space areas highlight the vulnerabilities that are present and can be exploited by threat actors who seek to target events.

This course is aimed at event professionals who are involved in the planning, management and multi-agency command of events. It will cover key concepts in International Terrorism, recent case history, ongoing threats to events and protective security planning that can minimise, manage and mitigate threats to events.

*“This was a real eye opener, I thought I knew all about the subject, but I clearly don’t.”*



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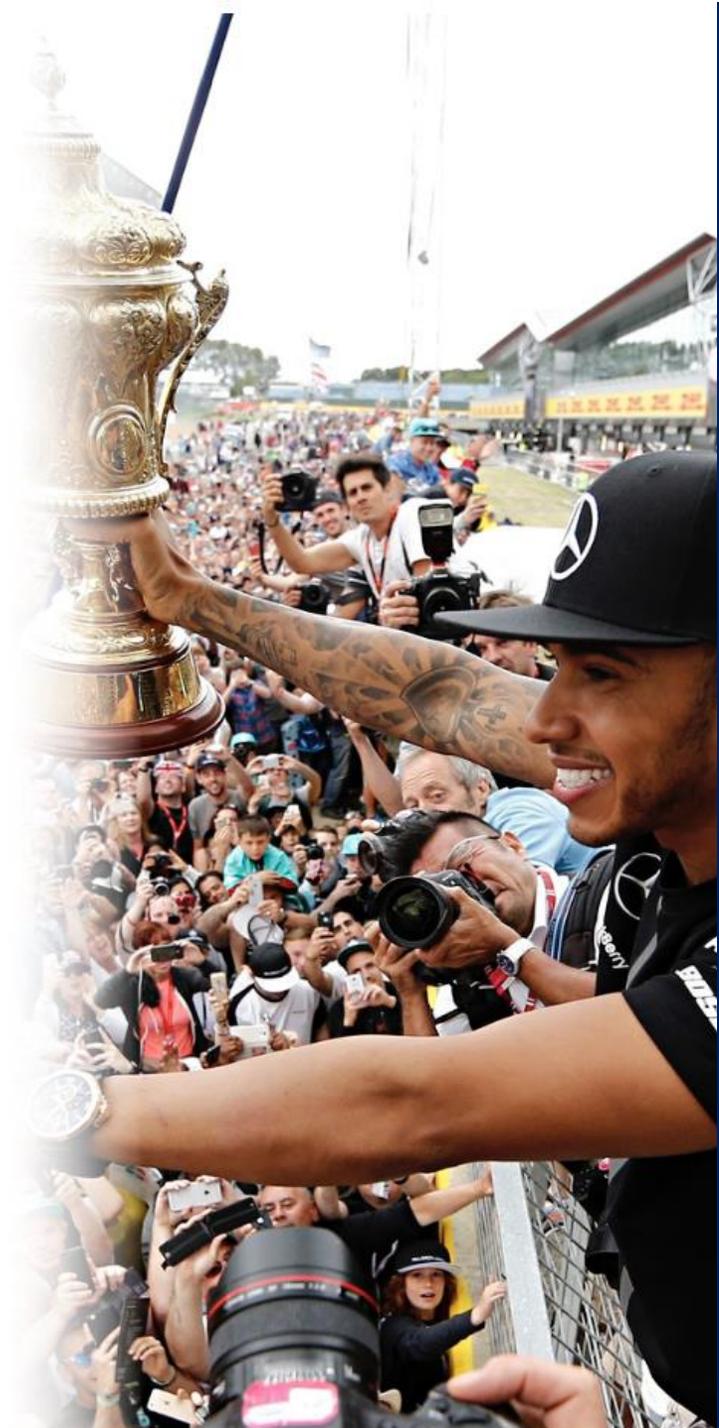
# SCIENTIFIC NOTIONS OF CROWDED SPACES 1

Wed 24 Sept 2025

The key concepts of managing crowded space are underpinned by scientific and mathematical theory linked to psychology, human interaction and human spatial mapping. Using laws of physics and simple mathematical principles, we are able to explain the movement of crowds, the forces exerted on, as well as by them, and how the dynamics of crowds can change.

This course provides an integrated approach, where the scientific theories mentioned above are combined with social constructs, theories of play and human spatial mapping, as well as sociology and psychology giving you a holistic understanding of the key principles and concepts at work in the crowded space.

*“Understanding how different crowds can be so different and why this is, made me really rethink*



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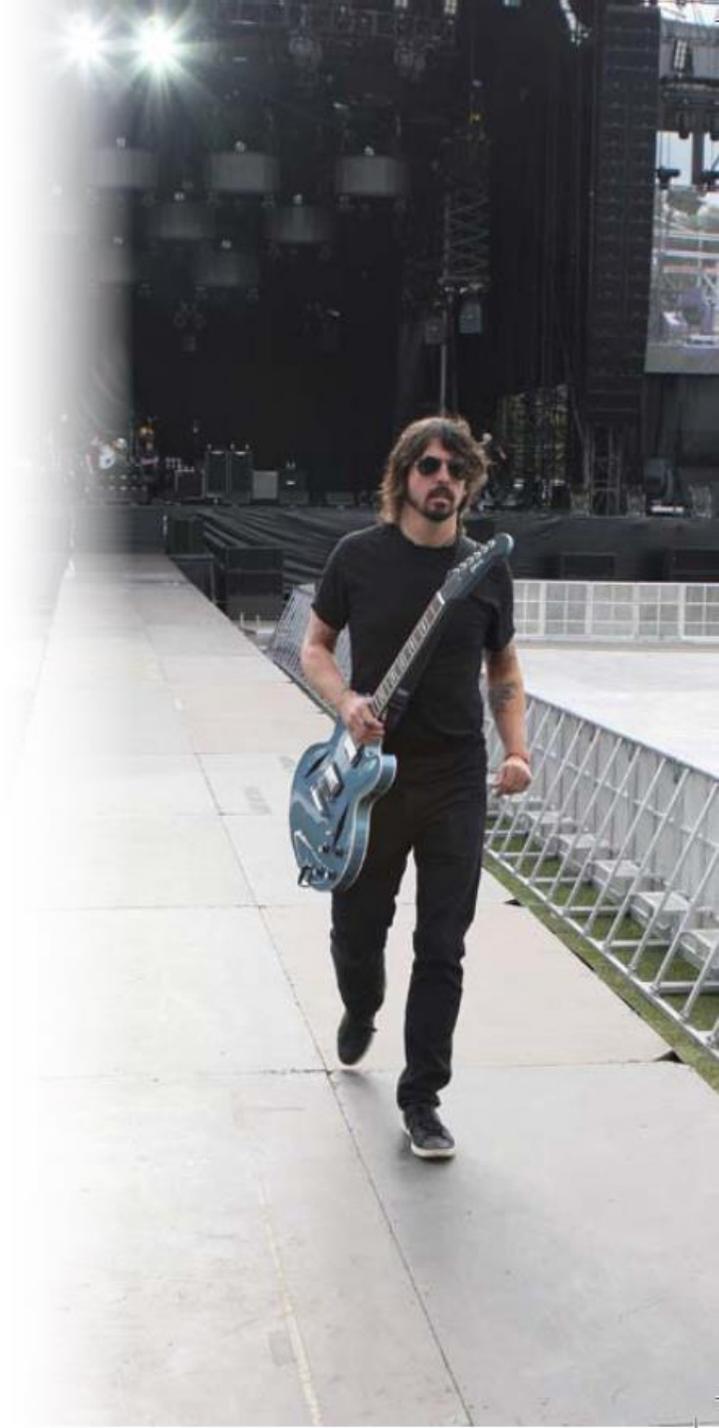
# PIT DESIGN, MANAGEMENT, AND SIGN OFF:MS COMPETENCY|

Thur 25 Sept 2025

This course is a front-of-stage training programme specifically designed to give a theoretical and practical perspective on this essential skill-set for festivals and events. The programme is divided into two parts, and includes best practice in the areas of science and management. You will look at historical, managerial and social reasons for the use of barriers, combined with a tailor made practical section to train you in how to work both behind and in front of the barrier.

It is clear that we need to understand the why of working in the pit. This course gives you critical information and key points to improve the way in which you work in the crowded space environment.

*“There was no ‘death-by-powerpoint’ as the tutors were so engaging and they have so much knowledge to share from their own experiences.”*



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# CONTACT US

If you have any questions about the NAA PROFESSIONAL CERTIFICATE & DIPLOMA IN EVENT & SAFETY MANAGEMENT run in partnership with Mind Over Matter (MOM) Consultancy, please don't hesitate to contact us using the details below:

NAA Course Administrator:  
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nancy@gingerowl.co.uk



For further details about the work of Mind Over Matter Consultancy Ltd in crowded space environments, please visit:

[www.momcrowdedspaceeducation.com](http://www.momcrowdedspaceeducation.com)  
[www.momconsultancy.com](http://www.momconsultancy.com)

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