

From: UUM CORPORATE COMM.
Sent: Ahad, 14 Mac 2021 3:49 ptg
To: UUM - All Staff; UUM - All Students
Subject: 79 EMRU STUDENTS OF UUM STHEM BECOME MALAYSIA'S 1ST EVENT MANAGEMENT GRADUATES TO RECEIVE THE APIEM CERTIFIED EVENT ORGANISER QUALIFICATION



UUM Corporate Comm.

Universiti Utara Malaysia

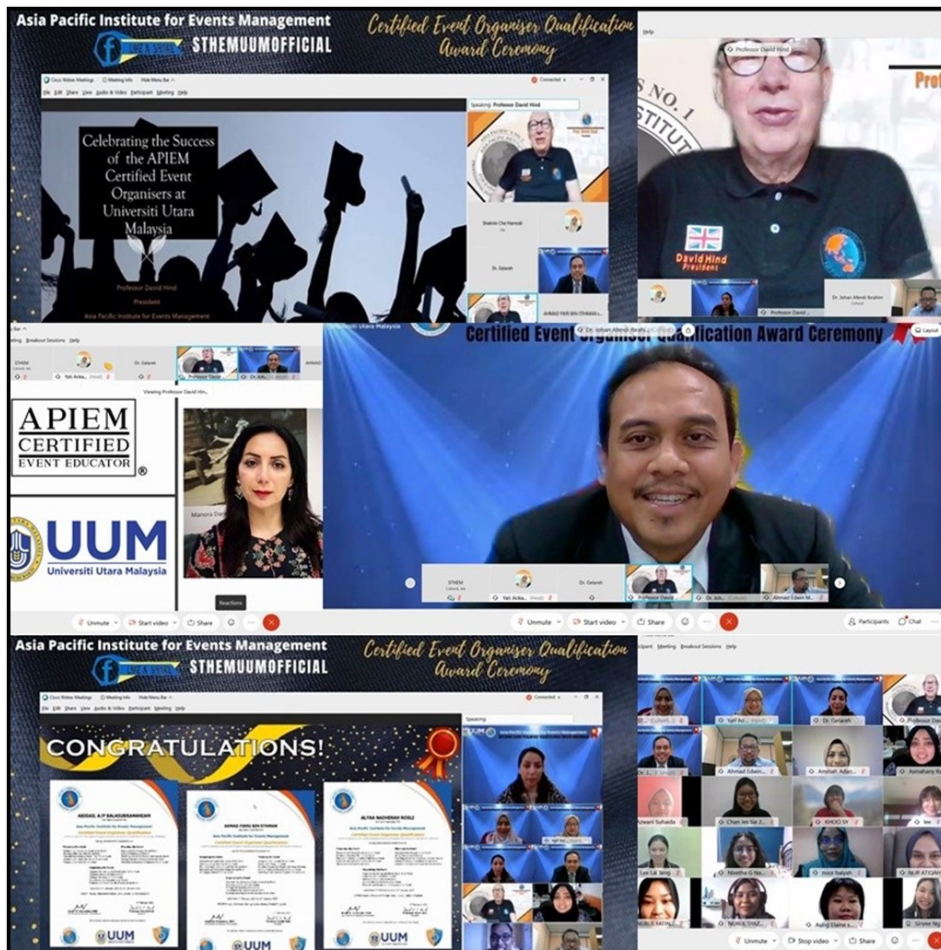
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(*THE EMINENT MANAGEMENT UNIVERSITY*)

By Aida Rasyidah Ahmad Muaen
Pictures by STHEM

79 EMRU STUDENTS OF UUM STHEM BECOME MALAYSIA'S 1ST EVENT MANAGEMENT GRADUATES TO RECEIVE THE APIEM CERTIFIED EVENT ORGANISER QUALIFICATION



UUM ONLINE: A total of 79 students under the aegis of the Event Management Research Unit (EMRU), Universiti Utara Malaysia (UUM) School of Tourism, Hospitality and Event Management (STHEM) received their Certified Event Organiser Qualification Award from the Asia Pacific Institute for Events Management (APIEM), Leeds, United Kingdom.

The Certified Event Organiser Qualification programme managed by APIEM aims to equip its participants with the knowledge and skill sets needed in incorporating international standard best practices in event management in their daily work activities.

The award presentation ceremony was officiated by Dr. Gelareh Abooali, International Lecturer at STHEM. Prior, the Dean of STHEM, Dr. Johan Afendi Ibrahim delivered his welcoming speech while Professor David Hind, the President of APIEM extended his heartiest congratulations and best wishes to all the UUM students who successfully received the award.

According to Dr. Johan Afendi Ibrahim, STHEM truly believed in the crucial role education plays in building a bright future for the younger generation. As such, he said STHEM was committed in providing a conducive atmosphere for all of its students where they can learn new skills and better enhance their everyday experience. To achieve these goals, STHEM would encourage its students to not only have excellent academic results but also expose them to extracurricular activities and training.

“UUM STHEM became an institutional member of APIEM in 2019 and since then we have been working on mutual projects. Today, I am glad to say that our collaboration with APIEM has come to fruition. It has indeed brought about more opportunities for our student to perform and shine at international level,” he said.

According to Professor David Hind, APIEM lauded all the 79 students who successfully completed their graduate programme. The students will receive their APIEM Certified Event Organiser Certificate.

“Congratulations to the 1st Event Management Graduates in Malaysia for being awarded the APIEM Certified Event Organiser Qualification that is aligned with the UK National Occupation Standards for the Events Industry.

“APIEM looks forward to hearing about the success of UUM as one of APIEM’s institutional member. May UUM STHEM continue to contribute to the professionalisation of the Asia Pacific Event Industry,” he said.



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