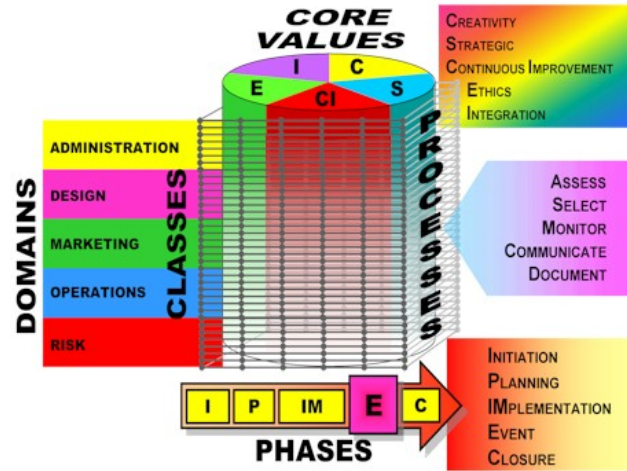


EMBOK Day at the Las Vegas International Hospitality and Convention Summit IV

Tuesday, June 5, 2007

The progress of the **Event Management Body of Knowledge (EMBOK)** will be the focus of a day-long review and discussion of the International EMBOK Model at the Las Vegas International Hospitality and Convention Summit IV, to be held June 3-5, 2007 at UNLV.

Developed by members of the International EMBOK Executive, the Model, which has been released into the public domain, is a knowledge framework and descriptive summary of the scope and processes that are used in the management of events that may be customized to meet the needs of various cultures, governments, education programs, and organizations. (<http://www.embok.org>)



The International EMBOK Model
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EMBOK Day at the 2006 Summit focused on an analytical review of the International EMBOK Model. The outcomes included a report on the discussions that took place and a research menu based on the International EMBOK Model.

The proposed intent of EMBOK Day 2007 is to explore the **links between competency and curriculum** in the context of the International EMBOK Model. The proposed outcome is a report that may be delivered at the 3rd International EMBOK Imbizo to be held July 2 – 4, 2007 in Johannesburg, South Africa (<http://www.embok3.com>), which will be focusing on international reciprocal recognition of standards and qualifications.

The suggested topics for discussion include but are not limited to:

- The role of competency qualifications for academe and industry
- Quality assurance initiatives in higher education
- The status of international recognition of standards and qualification credentials
- The EMBOK as a tool in curriculum and instructional support material development

Interested parties from industry and academe, including students of events management, are invited to “come to and be at the table” as this conceptual framework for a common international event management body of knowledge is examined and strategies are devised to facilitate its further development, usage and ratification.

Participation is open to any Summit registrant, and a single day registration will be available for those who wish to only attend the EMBOK activities. For further information, visit the Las Vegas International Hospitality and Convention Summit website at <http://lvsummit.com>.

For further information about the scope of the EMBOK and its development, visit the Event Management Body of Knowledge Project website at <http://www.juliasilvers.com/imbizo.htm>.