Course: **Event Management for Business Professionals**

Guided Learning Hours: **24 hours**

Pre-requisite: **None**

Abstract

This programme looks at the various elements of a successful event, including event planning and execution. Participants will develop their understanding on all the elements, from understanding the brand being represented, the intended audience and the creative skills required to execute on an event or meeting on behalf of a client or employer. This programme will take participants through the steps required to execute on a successful event and will give an idea of the logistical requirements of an event.

Target Audience

The course is designed for Marketing Assistants, Marketing Officers and Event Assistants or anyone interested in designing and executing on an event.

Learning outcomes

At the completion of this course, participants will be able to:

1. Understand the elements of effective event coordination and management
2. Understand how to plan and organize venues and budgeting
3. Understand the frameworks for special corporate events and larger participatory events
4. Develop skill set to assist in managing event execution

Course Content

Session 1 – Learning Outcome 1
- Defining events and event types
- Event brief
- Envisioning the event/ brand execution

Session 2 - Learning Outcome 2, 3
- Event requirements and formats
- Planning the event
- Working with budget restrictions

Session 3 – Learning Outcomes 1, 2, 3
- Logistics and coordination
- Working with vendors
- Key participants, staffing and hospitality requirements

Session 4 – Learning Outcome 4
- Creating the atmosphere
- Food and beverage
- Marketing for the event

Session 5 – Learning Outcomes 1, 2, 4
- Contracts
- On site logistics and potential issues
- Media requirements

Session 6 – Learning Outcome 4
- Post event debrief
- How to do a post mortem
- Documentation

Session 7
- Guest Lecture (Event Management Expert)

Session 8
- Review
- Practical Session

Assessment Criteria

In order to achieve Learning Outcome…	The Learner must…
1. Understand the elements of effective event coordination and management	- Be able to create a detailed tactical execution framework
2. Understand how to plan and organize venues and budgeting	- Understand timing impact on venue booking; effective budgeting tips;

	understanding hidden/unforeseen costs
3. Understand the frameworks for special corporate events and larger participatory events	- Identify event requirements based on event type and organisational brand
4. Develop skill set to assist in managing event execution	- Understand the skill requirement to be able to effectively execute events

Essential Learning Resources:

Manual
-   Event Management for Business Professionals – available via Moodle