



Course: A Professional Certificate in Event Planning and Management

Contact Hours: 24

Pre-requisite: None

Abstract

This programme seeks to pair passion and interest in event management with that of the critical tools of strategic planning, detail orientation, delegation and solution orientation. Learners will develop their understanding of the five steps of the event management model and how to apply this in planning a successful event. They will also understand the importance of positioning their event brand through marketing, networking and their work standard. This step by step approach will cover all details of event planning including: budget management, venue selection, supplier contract management, programme planning, evaluation, etc. This programme will marry event management theory with a practical/ hands-on approach that confidently transforms the learner into an event leader.

Target Audience

This certificate is an ideal fit, if you are:

- Seeking to begin a professional career or business in events, communications, marketing, sports, entertainment or any other industry that requires event planning at various levels.
- A new event professional wanting to gain theoretical knowledge in the field.
- Responsible for managing events through volunteerism, work assignments, church or personal
- Looking to enhance your professional skill set

Learning outcomes

On completion of this course, learners will be able to:

- Understand the core elements that create a successful event
- Plan successful events of their own including goal setting, budgeting and evaluation
- Assess risk when planning their events and how to find solutions
- Become more confident when leading an event team
- Understand the importance of pairing the right marketing strategies with the right events
- Understand venue selection, programme planning and managing client expectations
- Apply theories learnt to real life scenarios

Course Content

During this eight (8) week course, learners will get an in-depth, detailed oriented understanding of all aspects of events management. Each week will be a mix of presentations and practical activities that will help prepare the learner to confidently plan their own events. See below for the topics that will be covered.

Session 1 **Principles of Event Management** - Here we discuss the different types of events, stages of successful event management and the best practices of goal setting and strategizing before you begin your event.

Session 2 **Event Planning**- In this class, we go into detail about the key aspects of planning an event including the use of a SWOT Analysis, Action Plan and considerations in venue and supplier selection.

Session 3**Budget Management and Sponsorship** - No event can exist without funding. In this class we breakdown the difference between a projected, working and an actual budget and how to track and manage your budgets. We also discuss the types of sponsorship, identifying the right sponsors for your event and tips on preparing sponsorship packages.

Session 4 **(Event) Marketing and Advertising** - In this class we explore the concept of target market, tactics and the right medium for promoting and advertising an

event. We will also look at events as a marketing tool (Event Marketing) identifying the difference between Event Marketing and Marketing your event.

Session 5 **Event Protocol, Risk Management and Legal Considerations-** Here we go into details about the importance of contractual agreements, mitigating possible risk while planning your event, the necessary inspections one must consider and what are some protocol considerations.

Session 6 **Event Coordination-** Here we highlight the difference between event planning and event coordination and discuss what is required on the day of the event (on the day coordination). We go into details of the preparation and use of a site plan, seating plans including consideration for protocols, programme management, task delegation and dealing with crisis.

Session 7 **Managing Client Expectations and Management of Event Team-** In this class we explore how to craft both a concept and proposal for a potential client and how to realistically manage their expectations vs their budget. We would also discuss some of the limitations and how to overcome them when managing your team.

Session 8 **Event Evaluation, A peek into Virtual Events, Recap-** Here we discuss the importance of evaluating the event and the different type of research methods that can be incorporated into this. We also discuss how these research findings can help with the success of future events. We take a peek into “going virtual” and the basics to be covered. Finally, we recap pulling all the elements learnt to complete and present a plan for an event.

Assessment Criteria

In order to achieve Learning Outcome...	The Learner must...
1. Understand the core elements that create a successful event	Easily identify these core elements in all events regardless of the type of event

2. Plan successful events of their own	Apply strategies learnt in the classroom to the process of planning their own corporate event. This will be evaluated with the tutor.
3. Assess risk when planning their events and find immediate solutions	Show understanding of risk considerations by identifying the risk in an event simulation and providing immediate solutions
4. Understand the importance of pairing the right marketing strategies with the right events	Identify the correct marketing strategy that complements each type of event.