

EVENTS MANAGEMENT

Unit Standard	256114
NQF	Level 5
Credits	4
Duration	2 Day
Organisational Development Area	All Staff Levels

SYNOPSIS

Event Management is an exciting and growing industry and many corporate companies have brought the service in-house and this role now becomes the responsibility of the PA, Marketing and Communications department or Management and Operations staff.

For some individuals this role might be a full time responsibility, but for most this role is an addition to an already busy job. This two day intervention will allow the learner to fully understand the role of an Events Manager, whether this is your only role or part of your role. Turn out spectacular events every time. Yes a meeting can also be a spectacular event! Get the brief right and ensure all the details are taken care of to ensure that your meeting, conference, year-end function or office party is successful.

COURSE OUTLINE

- What is Events Management?
- Events Strategic Planning;
- Understanding the Brief;
- The role of Management in Events Management;
- Events Role Players;
- Selling your concept with confidence;
- Events Planning and Coordination;
- Project Management for Events;
- Events Accounting and Financial Management;
- Events Marketing and Communications Strategy;
- Events Sponsorship and Fundraising;
- Events Operations Management;
- Events Technology;
- Events Risk and Safety Management;
- Various types of events:
 - Meetings;
 - Conferences;
 - Corporate Functions.
- Post Mortem of Events.

COURSE OUTCOMES

Upon successful completion of this course learners will have the ability to:

- Understand what events management is and what the role of an events manager entails;
- Understand the importance of getting the brief right and planning according to the brief requirements;
- Determine various roles within an events management process;
- Sell your concept and ideas with confidence;
- Understand how project management plays a role in events management;
- Use the latest technology to make an event successful;
- Understand the risk and safety issues involved with various events;
- Differentiate between various events and how to plan differently for each;
- Do an effective post-mortem to ensure the event was successful.