

Presents

EVENT MANAGEMENT

Course Description

Event Management is a relatively new field of study and encompasses a wide range of skills and competencies that can be used across a wide range of sectors and activities. It is a profession that has grown in popularity in recent years, and is increasingly viewed as an area that can generate income and create employment. This course is designed to give participants a better understanding of the key components involved in putting on an event and will introduce the conceptual framework for developing and implementing a successful event. The course begins with an exploration of the various definitions of events and the necessary competencies involved in researching an event. Module content also includes the development of a marketing plan, the development and implementation of a critical path timeline, the development of a communication plan, the implementation of an evaluation strategy, and the establishment of event policies and procedures. Participants will also be introduced to the areas of feasibility studies, project management, and organizational management to enhance their skills to consistently plan effective events. They will apply new knowledge and skills to contemporary event situations through the use of case studies, exercises, role-play and small group work. Special attention will be paid to the development of interpersonal skills such as leadership, communication and problem solving.

Course Objectives

By the end of the course, participants will have acquired knowledge in the following areas:

- Research, design, planning, coordination, marketing, and evaluation of an event.
- Development of an event proposal that includes business, sponsorship and marketing components.
- Development of time management plans and the ability to work in teams.

Core Abilities Developed in the course

- Understand the complex issues and relationships that surround the planning and implementation of an event.
- Develop and practice management and administrative skills.
- Understand the role of event management in today's business society.
- Consider the many options in marketing an event.
- Become familiar with the many aspects of human resource management in special events.
- Develop decision making and problem solving skills.
- Develop interpersonal and communication skills.

Course Content

Day One

Session One: Orientation – The Impact of Events

Session Two: Research -The Event Management Process (Will it work?)

- Overview of course content and outcomes.
- Needs Assessment and SWOT analysis
- Group Work

Session Three: Design (How will it happen?)

- The creative process
- Idea Generation (Brainstorming, Brainwalking)
- The design model and conceptualization
- Designing a ‘green event’
- Group Work

Day Two

Session Four: The Essentials of Planning (What is the plan?)

- What is planning
- Vision, Objectives, Strategies, Outcomes
- Resource Planning/ Timeline production schedule
- Budgeting

Session Five: The Human Resource plan (Who will do it?)

- Recruitment, selection and induction
- Organizational structures
- Motivation and Evaluation

Session Six: Marketing (How will we sell it?)

- Definition of marketing
- The Marketing Mix
- Developing a Marketing strategy
- The Marketing Plan
- Monitoring and Evaluation
- Group Work

Day Three

Session Seven: Sponsorship of Events (Who can we partner with?)

- Sponsorship Policy
- Reciprocity
- Resource Needs
- Selling the proposal

Session Eight: Communication and PR (Getting it to the public)

- The Communication Process
- The Communications Mix
- Public Relations – press releases, press conferences etc.

Session Nine: Risk Management & Legal Issues

- Identifying and evaluating risk
- Control and crowd management
- Developing a risk management plan

Day Four

Session Ten: The Event (Managing the event day)

- Timeline Production schedule
- Elements of event logistics
- Developing a logistics plan
- Evaluation of logistics

Session Eleven: Evaluation (How did we do?)

- Evaluation mechanisms and procedures
- What and when to evaluate
- Types of evaluation
- Event evaluation reports

Session Twelve: Group Presentations

Date: **September 10th – 11th & 17th – 18th, 2009**

Time: **8:30am – 4:00pm**

Cost: **\$4,000.00 (Vat Incl.)**

The Facilitator, Dr. Suzanne Deborah Burke

Dr. Burke is a development specialist with over fifteen years professional experience, whose work has involved teaching, research, and advocacy. She is trained in the areas of Psychology (B.A. York University, Canada), Development (M.A. Magna cum laude, Institute of Social Studies, Netherlands), and has a PhD in Social Policy (Department of Sociology, Essex University, UK). She has worked in the areas of HRM (Organizational development & change, Conflict management, and workplace policies for HIV/AIDS), Enterprise Development and Marketing for the cultural industries, and Events Management. She has worked extensively with a wide cross section of public sector enterprises, civil society organizations and private agencies at the local, regional and international levels. She has been lecturing in the area of Events Management since 2001, and currently lectures in the UWI's postgraduate diploma on the Arts and Cultural Enterprise Management (Marketing, and Policy for the Arts), and the Event Management Certificate and Master of Marketing Programmes at the ALJ Graduate School of Business.

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