

Event Management (Stan)

I. Introduction

Introduction to Event Planning

Create an experiential wedding Identifying Event Goals and Listing Objectives

Events 101

Event Management Planning, Co-ordinating Events, Marketing Events, Event Risk Management, Corporate Event Management, Organising Conferences, Exhibition Management and Sporting Event Management.

Co-ordinating Events

Developing Creative Elements; Site Planning and Inspection; Analysis and Management of the Registration and Admission Process; Providing Adequate Event Security; Planning Event Protocol Requirements; Co-ordinating Event Speakers with additional Entertainment for maximum effect; Identifying Appropriate Food and Beverage Menus; Event Contingency Planning.

Corporate Event Management

Corporate Events Integration; Organising local and Global Corporate Events; Corporate Event Types; Events as Corporate Motivators; Managing Important Corporate Events; Developing Corporate Events; Organising Corporate Hospitality; Negotiating Event Investment Returns; Managing Event Costs.

Celebrity Events

Organising Celebrity Events, Concerts and Launches; Television Related Events; Award Ceremonies; Fashion Shows; National Festivals; Galas; Special Themed Events; Internet Event Launches; Dealing with Celebrity Agents; Handling Celebrity Wish Lists; Fireworks Displays.

II. Event Marketing (Stan) Marketing the Event

Planning the Event Proposal Strategy; Preparing the Event Proposal; Sending Invitations; Budgeting and Buying Advertising; Publicising the Event; Organising Contests; Merchandising; Packaging and Sales Promotion; Formulating a Public Relations Strategy; Conducting Market Research; Methods of Measuring Marketing Activity.

Event Sponsorship

Determining Potential Sponsorship Market based on the Event Type, Time, Location, Assessing Selling Points of the Event, Determining Sponsorship Fulfillment Responsibilities, Research and Set Sponsorship Pricing based on Market Factors and Event Exposure.

IX. Marketing your Services (Stan)

Presentation Skills

Preparation and Research; Speech Content; Subject Matter and Objectives; Speech Delivery and Variety; Body Language, Eye Contact, etc.; Presentation Aids e.g Visuals, etc.; Management of Locations and Audiences; Presentation Structure.

Personal Grooming

Preparation and Research; Speech Content; Subject Matter and Objectives;

Speech Delivery and Variety; Body Language, Eye Contact, etc.; Presentation Aids e.g Visuals, etc.; Management of Locations and Audiences; Presentation Structure.

X. Project (Sherwin Stan)

Event Management Pitch Project

The project is an important part of the course. Each course participant is given the project brief. Participants are asked at the end of the course to produce an Event Pitch Proposal with their recommendations to the examiners. This gives participants the opportunity to use the knowledge they have obtained during the course in a focused way and develops Event Pitching skills.

Who Should Apply

Anyone working in Wedding Planning or Event Management, or those who wish to develop a career in this area. The course would also benefit anyone who plans to organise their own wedding. Early application is advisable as places are limited.

Course Duration

12 weeks

Cost Fee: \$1800