

# Event Management Award

Organising events is a sought after skill for many roles. Making sure you have the correct skillset to run stress-free, seamless, events is essential.

Juggling multiple tasks, co-ordinating groups of people, marketing for maximum success, and taking care of all the little details which others would forget all play a part in managing a successful event.

Getting under the skin of events means they become easier to manage. Event organising is no walk in the park and there are many complexities that go into making an event a success.

Our practical, 'hands on' award will give you the skills you need to succeed.

After your practical training you'll find an increased confidence in planning and running events, and much of the stress will be reduced as you feel more in control.

You'll have a formula to use for any events you run in this job, and in your future career.

Nationally recognised by employers it also looks great on your CV.

## Core subject areas covered include:

- **Event Management Essentials**
- **Microsoft Excel or Microsoft Word**
- **Marketing Essentials**

On successful completion of the course, you will have earned a highly-regarded Pitman Training Award - which will help your CV stand out from the rest.

## How can this Award help my career?

It's valued in the following roles:

- **Charity fundraiser**
- **New business owner**
- **SME startup**
- **PA**
- **Office Manager**
- **Community and sports club leader**
- **PR/marketing assistant**
- **Event Manager**
- **Event Co-ordinator**
- **Conference Organiser**
- **Wedding Planner**
- **Party Planner**



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Get the Pitman Advantage™

# Pitman Training Event Management Award

## Event Management Essentials

Learn some tricks of the trade and really get to grips with event project management to ensure your events are always ones people are talking about for all the right reasons.

Learn how to:

- Identify the different elements to an event
- Map out the feasibility and logistics of an event
- Plan and execute successful events
- Communicate effectively to get the best from your team
- Budget for event costs and identify sponsorship opportunities
- Organise activities with clear schedules
- Carry out risk assessments
- Market your events to gain maximum attendance
- Analyse the success of your event

Whether applying for a job with events involved, or honing your skills to impress employers or colleagues this course leaves no stone unturned.

## Marketing Essentials

In today's market, driving business forward is a tough and highly competitive game. Beating competitors and increasing profit is at the forefront of many business development plans – pushing marketing forward as a fundamental sales channel.

Our Marketing Essentials course has been developed to give an insight to those new to marketing and an understanding of the concepts and processes involved in how a company effectively places itself and its products in the marketplace.

Over six lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising and the four P's of marketing products.

## Microsoft Excel\*

Microsoft Excel is the world's most popular spreadsheet program; learning how to use the software with Pitman Training shows that you've taken one of the best Excel courses available.

You don't need any prior experience of Excel but you will need to be familiar with the Windows environment and have some basic keyboard experience.

Our Microsoft Excel course is very flexible – as is the case with all our courses, you will have the freedom to take the Excel lessons at your own pace, based at one of our handy town or city centre locations, with support on hand should you need it.

This Excel course comprises several lessons, which provide a detailed but manageable study programme, so you can be confident about your new skills in the workplace. Just some of the areas covered include creating worksheets, formatting text, simple and complex formulas; handling rows and columns, autocomplete, using styles, headers and footers, average, max and min functions and using charts.

## or Microsoft Word\*

Being confident in Microsoft Word is essential for anyone who either works or aspires to work in an office environment.

Our Word course is designed to provide you with the essential skills you will need to be proficient in Word, in a work environment, in as short a time as possible. You don't need any prior experience of Microsoft Word, but you will need to be familiar with using a computer and the Windows environment. Our training will also assist you in taking the Microsoft Office Specialist test (MOS) exam.

Your studies will cover the basics – from starting Word, to inputting text, saving documents, page breaks, auto-correct, cut and paste, indenting and bullets, page numbers, the use of tables, WordArt and text boxes, clipart, the use of columns through to applying, creating and modifying styles.

*\*Depending on skill level it may be possible to study the Expert course as an alternative core course.*



## Guideline Learning Time

48 hours flexi study  
or 2 weeks full-time\*

\*Full-time is based on  
approx 20-30 hours a week

For further information, a free one to one consultation, or to book a free demo contact your local Pitman Training Centre

[www.pitman-training.com](http://www.pitman-training.com)



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