

# Event Management Diploma

Master the art of event organising



## Goodbye stressful events. Hello successful events.

Event organising is a very sought after role, whether in its own right or within a wider job spec. But it's not as easy as it may first appear – and the secret is in being ultra organised.

It's a skill juggling multiple tasks, co-ordinating large groups of people, marketing for maximum success, and taking care of all the little details which others would forget. Have a clear plan and follow a tried and tested process and you'll revel in the challenge. Fly by the seat of your pants and disaster will strike.

### What the diploma provides you with:

Taking you through practical steps to ensure your event success, you'll learn skills in:

- Project management - planning and executing successful events
- Organising activities with clear schedules
- Communicating effectively to get the best from your team
- Marketing your events to gain maximum attendance
- Business use of Microsoft systems, using IT to be more efficient and productive

You can also choose to brush up your design skills to help create marketing literature, improve your speedwriting for faster note taking or develop your project management skills as a whole.

### What will you get in return?

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.

### How can this Diploma 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



Get the Pitman Advantage™

## Core Courses

### Event Management Essentials

Get to grips with the tricks of the trade and build your practical insights, helping you to create events with the 'wow' factor. Learn how to organise, co-ordinate, profit, troubleshoot and much more.

### Marketing Essentials

Learn 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.

### Successful Meetings & Minutes

Gain the skills to ensure every meeting you attend is productive. Build your understanding on logistics, preparation, note-taking, agenda planning and how to clarify actions.

### Costing and Pricing

Develop the skills which will help you increase profits. From price-setting to turnover, margins and profits, this course will set you on the path to understand how to market and sell products and services.

### Social Media Strategy for Business

This course contains an overview of over 15 tools that you could use for social media marketing, to make sure you're appealing to the right audiences, along with a number of tools for measuring success for social media.

### Facebook for Business

The course shows you the difference, and overlap, between using Facebook for your personal profile and

a Facebook page for business. With a guide to Facebook apps, creating competitions and using Facebook advertising as well as how to measure the success of your Facebook Page, you'll start to see the vast opportunities that lie within Facebook.

### or Twitter for Business

Here we offer a complete guide to setting up a twitter profile, understanding the twitter language and best practice usage of twitter. We look at finding people to follow and attracting followers. The course moves on to look at HootSuite - a tool to make Twitter use easier and more targeted.

### WordPress for Business

WordPress is recognised worldwide as one of the most popular online blogging tools used by millions every day. WordPress has evolved a great deal and is now widely used as a full content management system where you can design, build and create a professional website. Our online WordPress for Business training course is specifically designed for those of you wishing to learn how to create a business focused website. Throughout the course you'll learn more about WordPress and why it's a great tool to help you create a business website.

### Health and Safety Essentials

Amongst the many health and safety training courses, this is the one which tells you all you need to know in just six hours. This is a flexible learning programme - unlike many other health and safety training courses - so you'll have the freedom to self-study whenever

it suits you. That's because we use an interactive e-learning system which makes this an extremely simple and useful health and safety course.

### Project Management Fundamentals

Good project management skills are always highly valued within a business as they ensure deadlines are met, costs are controlled and the deliverables are right first time. So with this Project Management course, your skills will be highly in demand.

### or Time Management

Time management training increases your productivity and efficiency - and this is the perfect time management course for anyone who wants to get more done in less time. If you were designing perfect time management training courses, you'd end up with this one. Studied online, it explores the techniques and skills needed for effective time management looking at work patterns, planning and scheduling, and reinforcing your learning with activities and quizzes.

## Elective Courses\*\* (choose two)

### SpeedWriting

### Team Development

### Photoshop

### Microsoft Word or Microsoft Word Expert

### Microsoft Excel or Microsoft Excel Expert

### Microsoft PowerPoint or Microsoft Access

### Microsoft Outlook

### Effective Business Communication or Business Document Production

### LinkedIn for Business

### Twitter for Business

## Get the Pitman Advantage™

With your Event Management Diploma you'll be able to demonstrate that you have the essential work-ready skills needed and have been trained by the very best.

To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

They can also provide complete details on the full range of Diplomas and Courses in this area.



Get the Pitman Advantage™



## Guideline Learning Time

112 hours flexi study or 4 weeks full-time  
(Full-time is based on approx 20-30 hours a week)

\*\*Alternative choices are available. Please talk with your Course Advisor. Seminars are subject to availability at your local Pitman Training Centre.