

# Event Management Diploma

This Diploma brings together all the elements you need to produce memorable, stress-free, successful events.



Tel: 020 7256 6668



**This diploma is great for those looking to work as event managers, charity fundraisers, business owners and many more roles. You'll find this Diploma provides many skills that can be used throughout your career.**

## 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.

## 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.

## Aims and Objectives

This diploma has been designed to give you a great wide-ranging knowledge of how to organise a successful event. From concept and planning through to running the actual event and analysing its success.

## Pre-Requisites

There are no pre-requisites required to study this diploma.

## Career Path

Once you've studied this course there are a number of options open to you with regards potential careers. You could progress to become an Event Manager, Marketing Assistant or Marketing Manager. You could even look to open your own Events Management company.



**CPD Points 120**

(Awarded CPD points upon successful completion).

## Core Courses

### 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

### Facebook for Business

Learn how to use facebook to help promote and market your company. Looking at how businesses can maximise their social media presence we look at the whole spectrum of opportunities that this social media platform offers a business.

### or Twitter for Business

This is a short online course that takes you through the basics of how to get started on this popular social media platform enabling you to use effectively for a number of different purposes.

### Health and Safety Essentials

Unlike many other health and safety training courses this is a flexible study course so you have the freedom to study whenever suits you. The interactive e-learning system makes this an extremely simple and useful health and safety course.

### Marketing Essentials

Over four 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.

### Social Media Strategy for Business

Social media is a crucial business tool, and powerful method of communication. This course will help you formulate the right strategy for your business to effectively market to your target audience.

### Successful Meetings and Minutes

Taking clear and accurate minutes is a core task for any office admin, secretarial or PA job. This course will teach you all of the skills and techniques you need to take the stress out of minute taking.

### or Meetings and Minutes Seminar

This one-day tutor-led seminar is one of our most popular seminars ideal for anyone involved in organising meetings and taking notes at those meetings. You'll learn how to prepare ahead of the meeting, how to take effective minutes and work effectively post-meeting to maximise your effectiveness and help manage your time effectively.

### WordPress for Business

Our online WordPress for Business training course is specifically designed for those wishing to learn how to create a business-focused website. You'll learn about designing a site and how to physically create a website.

### Costing and Pricing

Invaluable for anyone responsible for accounts or setting pricing within a business, this short course is something we're sure you'll get true value from, in terms of real pound signs!

### Project Management Fundamentals

Split into engaging parts, this course takes you through the full life cycle of a project in terms of defining what it is, planning every aspect, implementation, completion and evaluation of a project.

### 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.

## Elective courses (choose two)

- |                         |                    |                                    |
|-------------------------|--------------------|------------------------------------|
| • Word                  | • Outlook          | • Effective Business Communication |
| • Word Expert           | • PowerPoint       | • Speedwriting                     |
| • Excel                 | • Photoshop CC     | • Twitter for Business             |
| • Excel Expert          | • Access           |                                    |
| • LinkedIn for Business | • Team Development |                                    |

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

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### Guideline Learning Time

**120 hours flexi study or 5 weeks full-time**  
(Full-time based on approx 20-30 hours a week)