

Event Management Essentials

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.

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.

Great for event managers, charity fundraisers, PAs, PR & Marketing Assistants, business owners and many more roles.

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

Designed for

College leavers, PAs, charity fundraisers, community and sports club leaders, PR Assistants, Marketing Assistants and those interested in pursuing a career in event management

Prerequisites

Familiarity with Word and the internet. PowerPoint and Excel will also be used during the course.

Objectives

To give an understanding of how event managers plan and execute events.

Course Content

Lesson One: The role of event management, classifying different types of event, recognising common features, understanding the impact of size and complexity, knowing about uncertainty in events, identifying the different stages of an event.

Lesson Two: Establishing the aims and objectives of an event, identifying key parties, deciding on the size of the event, identifying where and when an event should take place, costing and pricing different proposed events, establishing whether an event is achievable, identifying events that will appeal to the target market.

Lesson Three: Forming an event management team, recruiting staff and volunteers, reporting and communicating among and between teams, creating an event plan, booking special guests, using external providers, managing teams.

Lesson Four: Attracting and managing sponsorship, other sources of funding for events, promoting the event (including social media event marketing), managing registration, types of tickets, managing logistics, contingency planning.

Lesson Five: Risk management, laying out the venue, liaising with the venue owner and external providers, sending out information to delegates and guests, rehearsals and pre-event briefings.

Lesson Six: The role of the event manager during the event, how event managers handle common problems, clearing up after the event, evaluating the event, analysing feedback, final administrative tasks, post event promotion, careers in event management.

Benefits

- Gain a comprehensive understanding of how event managers organise and run events
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- A workbook to use as a reference guide on completion of the course
- The opportunity to gain the widely recognised Pitman Training Certificate

Course duration: 12 - 14 hours

The CPD Standards Office
CPD PROVIDER: 21121
2014 - 2016
www.cpdstandards.com



Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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- ▶ Microsoft Skills ▶ MOS & ECDL ▶ Sage ▶ IT Professional ▶ Keyboard Skills ▶ Management Skills
▶ Secretarial & PA ▶ Administration ▶ Personal Development ▶ Shorthand ▶ Bookkeeping & Accounts