

# 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.

## IS THIS FOR YOU?

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.

## ABOUT THIS COURSE

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.

The course would suit college leavers, PAs, charity fundraisers, community and sports club leaders, PR Assistants, Marketing Assistants and those interested in pursuing a career in event management.

### Benefits of this course: -

- 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
- The opportunity to gain the widely recognised Pitman Training Certificate

### There are six lessons in the Event Management Essentials course: -

**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.

## AIMS AND OBJECTIVES

The ultimate aim of this course is to give an understanding of how event managers plan and execute events.

## PRE-REQUISITES

There are no specific pre-requisites required for this training course.

## CAREER PATH

A great course to give an insight into how to organise an event, large or small. From here you could aspire to a wide range of careers such as Events Coordinator, Events Manager, Marketing Manager. Alternatively, you could use this skill in a role such as PA, EA where you could be asked to coordinate business conferences or parties.

## COURSE DURATION: AROUND 12-14 HOURS

*(Actual course duration will vary from individual to individual, based on prior skills and application).*



**CPD POINTS: 14**

*(Awarded CPD points upon successful completion).*

**To find out more about this or any of our courses, speak to one of our course advisors.**

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations, or to book your course, call...

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