



Advanced Course in Events Management

Presented by the Department of Communication Management, University of Pretoria

The **Advanced Course in Events Management** provides you with more progressive insights to the events management industry and focuses on the business aspects (and the importance of the events manager) to successfully deliver an events project from start to finish. During the course, you will acquire the skills to prepare and present persuasive event proposals, structure and manage an event as a project, and design and implement all aspects of the event planning process. You will also gain in-depth knowledge of the relevant procurement, contracting, risk planning, marketing, financial and logistic aspects that the events manager should be aware of.

Course content

- Module 1: Introduction to event project management
- Module 2: Project management
- Module 3: Pre-event strategy
- Module 4: Marketing
- Module 5: Finance
- Module 6: Business plan for events
- Module 7: Risk and legal
- Module 8: Communication and business plan work session
- Module 9: Final evaluation

NEXT PAGE 

Shifting knowledge to insight



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Learning outcomes

After successfully completing this course, you should

- have a broad overview of the events management industry
- be able to prepare and present winning event proposals to prospective clients
- be able to structure and manage an event as a project
- have an overview of procurement, the contracting process and contracting management principles
- be able to design and implement all aspects of the event planning process, including planning for risk
- have an overview of marketing principles and will be able to develop an event marketing strategy
- have comprehensive knowledge of financial aspects relevant to event management
- have comprehensive knowledge of the operational and logistical management of events
- have acquired monitoring and evaluation, and quality management skills, and
- have an understanding of the importance of the role that the Event Manager plays in managing successful events as a project.

Who should enrol?

Prospective and current event managers.

Course fees

R18 648.00 per delegate (VAT incl.)

Course fees include course material, lunch and refreshments during contact days.

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should have two years' experience in the events management industry and a certificate in the Short Course in Events Management.

Assessment

To obtain a certificate issued by the University of Pretoria, candidates should successfully complete the in-class evaluation.

Accreditation and certification

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Registration and enquiries

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For quotations on in-house training, email quote@enterprises.up.ac.za

Advanced Programme in Events Management

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Module	Content
Day 1 Module 1: Introduction to event management Module 2: Event project management	<ul style="list-style-type: none"> Events as life's benchmarks Origin of the event industry/what are events? Types of events/structure of the industry Event project management <ul style="list-style-type: none"> Phases (life cycle, phases, process) Stakeholder analysis and relationship grid
Day 2 Module 2: Event project management Module 3: Event project plan	<ul style="list-style-type: none"> Planning and scheduling multiple events; tools and techniques Drafting a base event project plan HR/teamwork, dynamics, relationships The event project plan <ul style="list-style-type: none"> The feasibility study for entrepreneurs
Day 3 Module 3: Event project plan	<ul style="list-style-type: none"> The event project plan cont. SWOT analysis, product/services, industry analysis, marketing plan, operational plan, design and development plan, action plan, proposed offering Assessment exercises
Day 4 Module 4: Pre-event strategy	<ul style="list-style-type: none"> Defining the USP (unique selling proposition) of the event Segmentation, targeting and positioning The services (event) marketing mix, e-marketing Promotion, advertising and media planning Managing a successful event triangle Managing the customer experience – pre, during, post Service quality during the event - Sportscape/servicescape
Day 5 Module 5: Marketing management	<ul style="list-style-type: none"> Bidding within the event context Writing a winning proposal Fundamentals of sponsorships and fundraising Logistics <ul style="list-style-type: none"> - Transport and accommodation
Day 6 Module 6: Finance	<ul style="list-style-type: none"> The financial plan Pro forma income statement, balance sheet and cash flow statement Profit planning: breakeven and fee calculation Financial reporting
Day 7 Module 7: Risk management and legalities Managing the event project and team	Risk management and Legalities <ul style="list-style-type: none"> Managing risk: safety and security <ul style="list-style-type: none"> - Types of contracts and legal compliance - Standard terms and conditions Hands-on experience of organising an event <ul style="list-style-type: none"> Checklist for event and practical issues to investigate Discussion and feedback
Module 8: Evaluating the event project plan Other Event Issues	Evaluation of the event project plan <ul style="list-style-type: none"> Hands on work session Protocol, cuisine/catering, etc
Module 9: Final presentations	Final evaluation of groups to panel

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