Event Management

DESCRIPTION:

Event management has grown to become a comprehensive field borrowing from the creative industry, project management, leadership, logistics management and management of technical stage equipment. This program aims to prepare delegates for the role by covering various aspects of an event management through examples and step-by-step detailed techniques. In this course, delegates learn about the core principles of event management including topics such as planning, budgeting, work breakdown structures, risk management, choosing venues, catering and event promotion. The program is suitable for those who are new to the field or those who have some event management experience, but look forward to a more structured and practical training.

OBJECTIVES:

Upon completion of this program you will be able to:
- o Understand how to apply the management techniques to event organization
- o Understand the nature and complexity of various parts of event management better.
- o Strategize and come up with practical and detailed action plans according to event specifications
- o Apply the discussed techniques to a particular event planned in your respective office.

TRAINING CODE:
EVMHR 15

DURATION:
15 Hours

MODE OF DELIVERY
- Presentations
- Group discussions
- Role-playing
- Self-assessing exercises

DESIGNED FOR:
This course is suitable for

Level 02, 03 & 04

OUTLINE:

- Managing Events
- Defining objectives
- Planning and Budgeting
- Timing and Risk Management
- Choosing a venue
- Strategic Planning
- Promoting the event

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