



International Diploma in Events Management

This Program provides and teaches the special range of skills needed for successful events and project management.



This course provides tuition on the wide range and types of events, the project nature of events, and the special range of skills needed for successful events project management to meet the demand for skilled and knowledgeable management personnel in the modern events industry. The course provides that knowledge, and deals with skills in strategic events planning, marketing, budgeting and financial planning, human resource planning, sites and venues, and many other vital topics. The course covers management of event projects from their inception to after their completion, covering event concepts and their feasibility, and topics such as legal issues, insurance, and risk analysis. It also focuses on operational planning and production, event logistics, and health and safety at events. Uniquely it also provides expert tuition on establishing and managing a professional events business. The course is very interesting and practical, and teaches event and project management skills valuable in a wide range of careers and managerial posts; it focuses on how to become a professional event manager and how to carry out the managerial role fully and effectively when involved in an event of any size.

Course Outline

Module 1: The Event Project

- The modern events industry; categories, sizes and scopes of events.
- Events as projects, adapting project management techniques.
- Event stakeholders.
- Event creation, the “five Ws”, feasibility, the “WOW factor”, themes.

Module 2: Event Personnel

- The event manager: duties and responsibilities, skills, abilities and expertise needed.
- Event teams: make-up and personnel, creative teams.
- Managing diverse groups and short-term teams.
- Interpersonal communication skills, decision making skill, time management.

Module 3: Event Planning

- The event concept and purpose, vision and mission statements.
- Event strategy, setting SMART goals, SWOT analysis.
- Lead time, event dates, influencing factors, venue considerations.
- Event action plans, an event business plan, event documentation.

Module 4: Event Budgets & Finance

- Financial forecasts and projections, developing the budget, budgetary control.
- Sources of income: entry and entrance fees, sponsorship, merchandise sales, concessions.
- Typical event expenditure items.
- Financial planning, accounting and control, final accounts.

Module 5: Corporate Sponsorship

- What sponsorship involves, benefits sponsors seek.
- Identifying, targeting approaching potential sponsors.
- Sponsorship packages: typical components, pricing considerations, costs involved.
- Sponsorship proposals, documentation, agreements or contracts; on-going relations with sponsors.

Module 6: Event Venues

- Basic and critical factors in venue selection and suitability: location, dimensions, environment, facilities, dates, availability.
- Prices and terms, rental agreements, conditions, booking.
- Site visits, non-traditional venues.
- Food and beverages at events, organising supplies, services, equipment, furniture.

Module 7: Event Program & Schedule

- Main, core, secondary, support and ancillary activities.
- Timing and sequencing of event activities, Gantt charts, multiple and concurrent activities.
- Contingency plans.
- Production of printed programmes.

Module 8: Legal Issues & Insurance for Events

- Responsibilities under the law, copyright, licences and permits, sanctioning, performing rights, disability issues.
- Features of legally binding contracts and agreements.
- Quotations for supplies of goods and services, purchase orders.
- Insurance cover, claims, indemnity.

Module 9: Logistics & Production

- Assessing resources needed; logistics to ensure flows of resources, materials, people, access, egress.
- Safe placement of equipment & services, sanitary facilities.
- Information, safety, welfare signage, emergencies, site/venue maps.
- Litter and waste management.

Module 10: Event Health & Safety

- Duty of care, risk assessments, risk control, accident prevention.
- Crowd control, hazards presented by crowds, queue management, uses of barriers and fencing.
- Incident and emergency planning & procedures, safe evacuation, shows stops.
- Transport and electricity hazards.

Module 11: Marketing & Promotion

- Creating public awareness of an event, promotional campaigns.
- Market research and strategy, SMART marketing objectives, the marketing mix.
- Marketing tools: printed materials, media advertising, online adverts, websites, viral marketing.
- Post-event evaluation and reports, audience research.

Module 12: Starting and Building Events Businesses

- Reasons for starting events businesses, finding a niche, deciding types of events to focus on, and the right business unit.
- The business plan and capital, working from home.
- Securing clients, social media, websites, referrals, goodwill.
- Fees structures, accounting, insurance.

