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## Event Management and Planning Level 1 Course

### Duration

2 Days (08:30 - 16:00)

### Objectives

Event Management & Planning Beginners explains that successful event planning takes a special person with a combination of creative and organizational skills. Attention to detail is a must, as is generating theme ideas for the event, launching an effective marketing campaign, and, if necessary, dealing with the unexpected. EVENT PLANNING FOR EVERYONE helps you develop and organize your ideas for your next event with a variety of tools and checklists to help you keep track of all the necessary details, from developing a budget to selecting a location to writing a press release. This course helps you pull it all together and have fun in the process!

### Who should attend?

Anyone who is interested in Events Planning.

## Prerequisite

None

## Course Outline

1. Developing an Overall Plan
  - Thinking like a project manager
  - Determining the purpose
  - Taking the lead
  - Forming a committee
  - Generating theme ideas
  
2. Organizing Assignments
  - Outlining major tasks
  - Using forms to stay on track
  - Organizing documents
  - Matching tasks with people skills
  - Understanding personality styles
  - Different personalities can cooperate
  
3. Partnering with Vendors and Sponsors
  - Learning the lingo
  - Negotiating with vendors
  - Developing your negotiation skills
  - Coming to terms
  - Putting it in writing
  - Soliciting even sponsors
  - Emphasizing benefits of sponsorship
  - Developing sponsorship prospects

#### 4. Marketing Your Event

- Spreading the word
- Attracting attention with marketing
- Designing a logo
- Appealing to your target audience
- Setting up a web site
- Seeking media coverage
- Building media relationships
- Writing a press release

#### 5. Dealing with the Unexpected

- Preventing problems from occurring
- Coping on the spot
- Recovering from mishaps and disasters
- Addressing additional considerations

#### 6. Reviewing Your Efforts

- Debriefing promptly
- Giving effective feedback
- Compiling even evaluations
- Documenting results
- Showing appreciation to your team

To check the course schedule, location, pricing and to book online please visit [http://www.multimediacentre.co.za/courses/event\\_management\\_and\\_planning.php](http://www.multimediacentre.co.za/courses/event_management_and_planning.php)

Our outlines are a guide to the content covered on a typical class. We may change or alter the course topics to meet the objectives of a particular class.