



Institute for Capacity Development (ICD)

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Event Planning and Management

Course Objectives

At the successful completion of this course, participants should be able to:

- Know the of types of special events
- Plan and implement a public event.
- Develop and manage an event budget.
- Create a design or 'theme' for an event
- Arrange quality food, decor and entertainment
- Plan transportation to and from the event
- Arrange any necessary guest accommodation
- Coordinate the activities of event personnel
- Know the benefits that events offer individuals, organisations and communities
- Conduct evaluations of the event

Target Group

- Government decision makers
- Communications professionals
- Mass educators
- Event planners
- Marketing officers
- HR Officers
- Public Speakers

Course Outline

- Introduction to Management
- Event Planning
- Types of events you could plan
- Choosing the Right Venue for an Event
- Event coordination
- Event campaign and sponsorship development
- Event marketing
- Understanding Event Budgeting

- Booking Accommodation
- Organising a campaign
- Stakeholder Participation Management
- Management of volunteers
- Speech writing skills
- Customer Service
- Public Speaking
- Resource tracking
- Public Security
- Catering for formal meals
- Legal Requirements of Events
- Good Practice Safety Guide for Public Events
- Event Health & Safety
- Event facilities and safety of the facilities
- Risk Assessment and What to do when things go wrong
- First Aid & Fire Arrangements
- Event Safety & Welfare Form
- Client Information Form
- Event Planning Sheet
- Equipment Hire and Information
- Media and Press Conference Coordination
- Database Management
- Action Planning

Dates: 04th – 15th June 2018

Duration: 2 Weeks

Tuition Fee: US\$2850

Venue: Pretoria, RSA