

Who should attend: This 1-day course starts from the basics and there are no pre-requisites to attend. The course is aimed at people who have no or limited experience of Events Management. It can be taken by people who are looking to start a career in Events Managements or people who would like to gain the knowledge or widen their skill base to function as Events Managers, possibly as a part of a wider role.

Aims: Event Management is a growing skill which is required as a part of everyday careers, such as PA or Administrators roles, and also as a specialisation and very exciting career in its own right. This 1-day practical workshop acts as an introduction to event management. The format of the workshop is highly interactive and it provides the learner with technical overview of how best to approach an event.

Learning Objectives:

- Technical skills required to plan and organise an event.
- How to promote your event successfully.
- A focus on the key soft skills required to deliver an event successfully
- Practical exercises to simulate a work environment to help gain confidence and experience for the workplace.
- How to delegate and prioritise in order to effectively manage resources and meet your deadlines.
- How to find best deals and venues through research and networking.
- Maintaining your networks for later events
- Evaluating and learning from an Event

Learning Objectives:

- What is an Event?
- What skills are required to be a success in Events?
- Planning your Events
- Creating a preliminary brief for approval
- Getting the best guests, deals and venues
- Working with an event team
- Schedule
- Budgets
- Health and Safety, risk assessment and insurance
- Understanding the audience
- Create an appropriate atmosphere
- Publicity and promotion, including PR, Internet and social media
- Client care and how to act on the day