

Successful Event Management

Based on SAQA's Unit Standard 115214, Level 4, 5 Credits

Introduction

Events do not just happen by themselves, they are well planned, specifically orchestrated and extremely coordinated.

This practical course is designed to save you time, money and frustration, without omitting any of the necessary steps. It will provide the particulars that make up the big picture of event planning, giving you advice, suggestions, tried and true methods, hints, tips, instructions and organisational plans.

It will take you from the concept to the thank-you notes. We've included real-life case studies and tons of very extensive checklists to get you started on your own events!

Course Objectives

- Develop the confidence to successfully organise events
- Identify and avoid pitfalls
- Plan spectacular themed events
- Create and flex a budget
- Understand the fundamentals of effective negotiation
- Handle the unexpected
- Evaluate how successful the event was

Course Outline

Developing a Needs Assessment

- Sourcing information on client profiles, needs and expectations
- Identifying the type of stakeholders

Designing the Perfect Event

- Choosing the theme and venue
- Understand the unique characteristics of the event
- Identify venue capacity and constraints

Developing an Event Plan

- Setting parameters according to client, theme and budget
- Demonstrating an understanding of the critical path of the event
- Timeously completing all administration duties – invitations, registration, notices, etc

Co-ordinating Support Tasks

- Remaining within your budget
- Being prepared – creating and updating the checklist
- Adhering to any applicable legal requirements

Clear Communication Procedures

- Keeping all parties informed
- Clearly communicating issues such as themes, decoration etc with external service providers

Post-Mortem – Reflect on, Measure and Evaluate the Event and Performance

- Evaluating the process and reviewing your performance and that of your team members
- Formulate an action plan for your next event