

Event Management Course Outline

Event management is using organizational skills to plan social or business events. Event not only comprises of weddings and concerts but also includes promotional activities, seminars, corporate meetings, birthday parties, launching of products and much more. A good event creates brand name and goodwill of a company & also assists to form a remarkable market place. Event management is a substantial blend of creativity and technical skills. Event Management is always a success if event manager works keenly on its part and give all his efforts for opulence.

Classroom training based on practical application on assignments/project after every session.

COURSE OUTLINE:

Introduction to Event Management

- The event planning profession

Preliminary Steps to Plan an Event

- Consult with the Client
- Set Objectives
- Choose a Date
- Decide Who to Invite
- Create Your Theme
- Set the Event Agenda

Get Organized

- Establish an Event Committee
- Timeline Schedule
- Budgets
- Crisis and Backup Planning
- The Rehearsal

Services and Specializations

- Social Events
- Corporate Events
- Industry Events
- Special Events

Venues

- Finding a Venue
- Space Requirements
- Creating an RFP
- Site Inspection
- Site Confirmation
- Pre-Event Meeting

Marketing

- Advertising
- Publicity
- Sponsorships

Vendors

- Types of Vendors
- How to Find Vendors
- Choosing Vendors
- Vendor Contracts
- Tips for Specific Types of Vendors
- Coordination with the Suppliers

Event Day

- The day of the event
- After the Event / Event Evaluations

Preparing for Your Career

- Skills
- Interpersonal Skills
- Organizational Ability
- Creativity
- Persistence

Starting Your Own Business

- Getting Started
- Creating a Business Plan
- Choosing a Business Name
- Legal Matters / Insurance
- Setting Up Your Business
- Location
- Equipment and Supplies
- Employees and Contractors
- Differences Between Employees and Contractors
- Tips for Working with Contractors
- Financial Matters
- Start-Up Funding
- Keeping Track of Your Finances
- Setting Your Fees
- Getting Paid

Getting Clients

- Getting Started
- Choose Your Target Markets
- Promotional Tools: brochures, your portfolio & website
- Marketing Techniques
- Networking Opportunities
- Promotional Events
- Advertising
- Free Media Publicity
- Marketing to Corporate Clients
- Responding to a Request For Proposal
- Working With Clients
- Responding to Inquiries
- First Meeting with a New Client

Above is our standard course outline, please suggest if you would like to include also few topics during the training to make sure it covers all your requirements and make this course a customized course.



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