

Diploma in Event Management

Lecturer:

November 2019

Month	Date	Saturday 10.30-16.30
November	16	<ul style="list-style-type: none"> ● Introduction to event management ● Overview of the events industry ● Event types & categories ● Event concept development ● Event planning
	23	<ul style="list-style-type: none"> ● Sponsorship & establishing the correct sponsorship fit ● Project Management tools for event management ● Planning tools and structures ● Venue selection
	30	<ul style="list-style-type: none"> ● Logistics (pre event, on site, post event logistics) ● Health & Safety ● Risk Management & Analysis ● Event Safety
December	07	<ul style="list-style-type: none"> ● Emerging technology & big data ● Social media for events & live integration at events
	14	<ul style="list-style-type: none"> ● Exhibitions and Trade shows ● Importance of MICE Industry to tourism sector ● Sustainable Events ● Running Green Meetings
	21	<ul style="list-style-type: none"> ● Live Presentation of Assignment proposal. ● Assignment : Written Event Plan

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