

Diploma in Event Management

Lecturer:



October 2020

Month Date Wednesday 18.30-21.30

October	14	<ul style="list-style-type: none"> • Introduction to event management • The role of the Event Manager • Overview of the Events Industry
	21	<ul style="list-style-type: none"> • Event Management Planning • The Planning Process • Event contingency planning
	28	<ul style="list-style-type: none"> • Event Concept Development • The registration process
November	04	<ul style="list-style-type: none"> • Sponsorship • CEDAREE • Establishing the correct sponsorship fit <p>Case study</p>
	11	<ul style="list-style-type: none"> • Corporate Event Management • MICE events
	18	<ul style="list-style-type: none"> • Festival & Outdoor Events • Cultural Tourism • The role government play in events
	25	<ul style="list-style-type: none"> • Charity event mgt • Types of events • Mgt of Volunteers
Friday	27	<ul style="list-style-type: none"> • Event Logistics • Supplier mgt
	02	<ul style="list-style-type: none"> • Green event management • Guidelines for a greener event
December	09	<ul style="list-style-type: none"> • Social media marketing • Social media for Events • Case studys
	16	<ul style="list-style-type: none"> • Live Presentations • Assignment submission date.

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