

# Diploma in Event Management

June 2023

Month	Date	Wednesday 18.30-21.30
<b>June</b>	<b>28</b>	<ul style="list-style-type: none"> <li>• Introduction to event management</li> <li>• Types of events &amp; impacts</li> <li>• Overview of the Events Industry</li> <li>• Importance of events to Tourism</li> </ul>
<b>July</b>	<b>05</b>	<ul style="list-style-type: none"> <li>• Event Categories</li> <li>• Event Concept Development</li> <li>• Event Planning</li> </ul>
	<b>12</b>	<ul style="list-style-type: none"> <li>• Sponsorship</li> <li>• CEDAREE</li> <li>• Establishing the correct sponsorship fit</li> <li>• Case study</li> </ul>
	<b>19</b>	<ul style="list-style-type: none"> <li>• Planning tools and structures</li> <li>• Project Management tools for event management</li> <li>• Venue selection</li> </ul>
	<b>26</b>	<ul style="list-style-type: none"> <li>• Logistics</li> <li>• Pre event - on site - post event logistics</li> <li>• Health &amp; Safety</li> </ul>
<b>August</b>	<b>02</b>	<ul style="list-style-type: none"> <li>• Risk Management</li> <li>• Risk Analysis</li> <li>• Event Safety</li> </ul>
	<b>09</b>	<ul style="list-style-type: none"> <li>• Emerging Technology (11+ types)</li> <li>• Big Data</li> <li>• Live case examples of emerging tech on site.</li> </ul>
	<b>16</b>	<ul style="list-style-type: none"> <li>• Social Media for Events</li> <li>• Live Integration at events</li> <li>• Emerging trends</li> </ul>
	<b>23</b>	<ul style="list-style-type: none"> <li>• Exhibitions and Trade shows</li> <li>• Importance of MICE Industry to tourism sector</li> </ul>
	<b>30</b>	<ul style="list-style-type: none"> <li>• Sustainable Events</li> <li>• Sustainable Events Best Practice Guidelines</li> <li>• Running Green Meetings ( UN guidelines 2012)</li> </ul>
<b>September</b>	<b>06</b>	<ul style="list-style-type: none"> <li>• Live Presentation of Assignment proposal.</li> <li>• Assignment : Written Event Plan</li> </ul>

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