

Diploma in Event Management

February 2024

Wednesdays - 6:30pm to 9:30pm

Please note this is a provisional timetable and subject to change:

Month	Day	Content
February	28	Introduction to event management, types of events & impacts, overview of the Events Industry, importance of events to Tourism
March	06	Event Categories, event Concept Development, event Planning
	13	Sponsorship, CEDAREE, establishing the correct sponsorship fit, case study
	20	Planning tools and structures, project Management tools for event management, venue selection
	27	Logistics, pre event - on site - post event logistics, health & safety
April	03	Risk Management, risk analysis, event safety
	10	Emerging Technology (11+ types), Big Data, live case examples of emerging tech on site.
	17	Social Media for Events, live Integration at events, emerging trends
	24	Exhibitions and Trade shows, importance of MICE Industry to tourism sector
May	01	Sustainable Events, sustainable Events Best Practice Guidelines Running Green Meetings (UN guidelines 2012)
	08	Live Presentation of Assignment proposal, assignment: Written Event Plan

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