

GULF INSTITUTE



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Certificate in Events Management

Why Attend

- The events industry grew significantly in the past 2 decades and has become a robust economic force. According to the U.S. Bureau of Labor Statistics, the event planner profession is expected to grow 10% by 2024 — a faster rate than the average growth rate for all occupations. Studies in 2016 show that about 18 million events and meetings are organized in the U.S. every year, generating \$280 billion in spending and \$66.8 billion in labor income. The events industry is now worth £42.3 billion in the UK, and constitutes 5% of the economic growth in Dubai.
- Events play an important role in economic development and social well-being, and can help achieve other business objectives like community cohesion, branding appreciation and corporate reputation improvement.
- This growing and changing industry allows professionals to use their communication, marketing, social media, and project management skills. In this course we will explore the event planning domain through case studies, field trips (when possible), research results, and hands-on activities and exercises.
- This course has been designed to provide you with a detailed background knowledge and understanding of the complexities of this dynamic industry, and will furnish you with the necessary skills to succeed in the various aspects of this field.

Course Methodology

- The course uses a mix of interactive techniques such as team exercises, case studies, individual exercises, as well as role plays (rehearsed and impromptu), videos and group feedback.

Course Objectives

By the end of the course, participants will be able to:

- Explain the foundations of event management
- List the steps in creating and featuring an event
- Develop a step-by-step process for planning an event
- Implement methods to evaluate an event
- Apply various resources in order to manage logistics

Target Audience

- This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.

Target Competencies

- Leading
- Analyzing
- Communicating
- Influencing
- Planning
- Organizing
- Building rapport
- Assessing tasks
- Evaluating results

Foundations of event management

- Definition of 'event'
- Reasons for organizing events
- Types of events
- Importance of events
- Definition of an event theme
- Steps to create and theme an event
- Stakeholders of an event

Steps of the event planning process

- Deciding the vision and theme of an event
- Conducting a SWOT analysis
- Setting goals and objectives
- Determining the event's feasibility
- Choosing an appropriate organizational structure
- Creating a plan
- Evaluating the event
- The 5 W's of event creation
- Be S.M.A.R.T with your objectives

Human resources and logistics in event management

- Human resources management for events
- Choosing an ideal venue
- Marketing and promoting your event
- Elements of event promotion and marketing
- Ticketing
- Signage
- Advertising
- Budgeting of events
- Safety components in event management
- Risk mitigation and contingency plans
- Potential problems
- Weather
- No shows
- Delayed deliveries

Event assessment and evaluation

- Difference between assessment and evaluation
- Six key stages in event evaluation
- Various methods of event evaluation
- Gantt charts for managing task schedules
- The ROI evaluation
- Measuring social media engagement

Organizing great events

- Needed steps for organizing effective events
- Plan and execute an effective campaign
- Use an efficient communication system
- Use the event web site wisely
- Use technology wisely
- Execute a sound logistics system
- Recap

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