

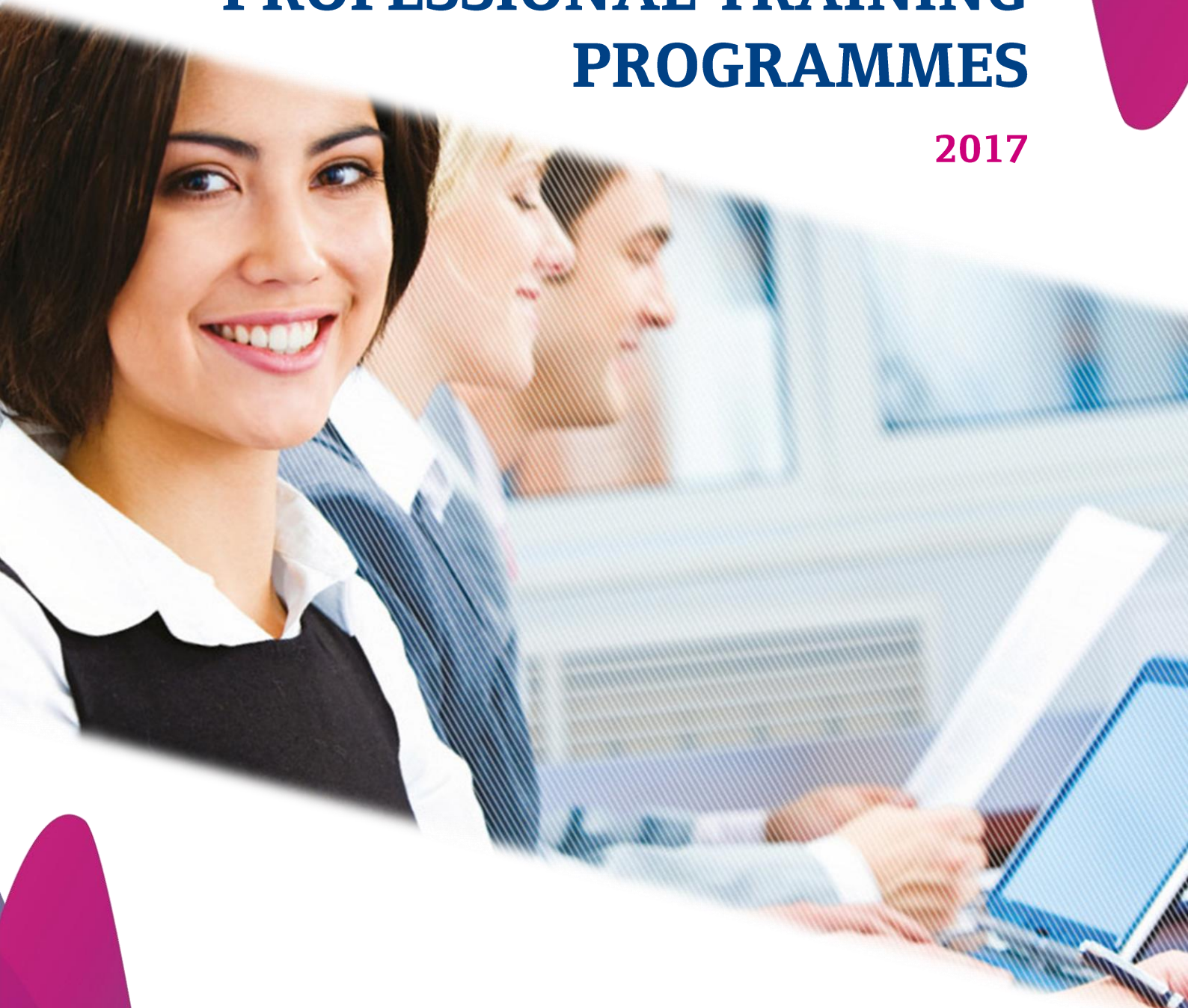


Stenden
University Qatar



PROFESSIONAL TRAINING PROGRAMMES

2017



Course:

➤ **Event Management**



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Event Management Course

"It always seems impossible until it's done."

-Nelson Mandela-

1. Course Overview

Event Management is a rapidly growing field within the services sector not only for its recreational qualities, but also for its power of communication. The great strength of this business sector is that a well organised event is capable of satisfying guests and participants on multiple levels – an event is not only a diversion for its participants but a tool capable of unifying large bodies of people around a specific happening, and at its best around a specific idea.

With its multifaceted role, which includes planning, organisation and execution, event management requires a thorough grasp of key procedures, such as forming an initial concept and targeting an audience through market research, as well as branding and sponsorship.

The short course in Events Management at Stenden University Qatar aims to equip you with essential knowledge and skills needed to excel within each stage of the event management process. The course covers such topics as conceptualisation, planning, marketing, event execution and post-event analysis. Practical, theoretical and strategic expertise will be provided within a challenging environment in order for you to thrive and succeed within this dynamic field.

With events, local culture, tradition and customs are celebrated, entertainment and recreation complement each other and cultural and social advancement is ensured. Events are an important motivator of tourism and they are very present in destination development plans and tourism development strategies (Hede, Jago & Deery, 2002). Hence, events are of a great importance for Qatar and the need for qualified and trained events managers is required more than ever before.

Moreover, this course will contribute to the Qatar National Vision 2030 through the investment and development of the human capital of the strategy.



2. Who Should Attend?

This program is ideal for you if you are:

- ➔ Interested in starting a new career in meetings, events, travel, hospitality
- ➔ Charged with handling some or all event and travel duties for your company or organization
- ➔ Event and Meeting Managers seeking to expand their skills and gain knowledge that can be applied immediately
- ➔ Hospitality employees, trainers, lodging and restaurant personnel, human resources managers, seminar planners, exhibition planners, conference center directors, sales and marketing managers, administrative personnel, and others seeking to expand their career paths with the skills necessary to plan efficient and effective events and meetings

3. Course Content

The course is offered in 2 Levels:

➔ ***Level 1: Event Coordination and Planning***

This is a three (3) day course that will cover all the elements of events coordination, financial management and Marketing and PR operations.

➔ ***Level 2: Event Operations and Logistics***

This is a two (2) day course that will deal with event staging phase and the post event evaluation and research. The prerequisite to do this level is Level 1. To be an effective and successful event manager, it's preferred to take Level 1 prior to doing Level 2.



❖ **Course Content – Level 1- Event Coordination and Planning**

Day 1 : Co-ordinate meetings, minor events and travel arrangements

Component		Duration (notional hours)	Theme	Methods	Outcome
1	<i>Event Planning & Coordination</i>	4	Coordinate events professionally	Lecture and Workshop/practical case study application/simulation exercises	Identify date, venue and time for meeting or event
			Liaise with event attendees		Liaising/negotiating with meeting attendees regarding availability
			Venue availability and Catering		Booking venues and catering
			Event Protocol		Finalising meeting room arrangements, protocol and seating plans for formal occasions
2	<i>Event Planning & Arrangement</i>	4	Effective travel arrangements for events		Making travel, car hire and accommodation arrangements
			Finalising arrangements		Notifying and confirming arrangements with attendees or stakeholders
			Processing & distribution of all documentation		Processing and distributing all documentation required for the meeting or event
3	<i>Legal</i>		Legislation and contract compliance	Contract documents	



Day 2: Financial Management and Cost Accounting for Events

Component	Duration (notional hours)	Theme	Methods	Outcome
1 <i>Finance</i> <i>Cost Accounting</i>	4	Accounting systems	Lecture and Workshop/practical case study application/simulation exercises	Develop an Event Budget
2 <i>Finance</i>		Accounting systems		Understanding the costs for each domain in the event process: R & D, Design, Production, Marketing, Operations
3 <i>Cost Management</i>	4	Cost Behaviour and Management		Managing Income and Expenditures
4 <i>Sponsorship</i>		Financial & In-Kind		Liaise with Sponsorship categories and identify sponsor and sponsee benefits

Day 3: Marketing & Public Relation Operations for Events

Component	Duration (notional hours)	Theme	Methods	Outcome
1 <i>Event Creativity and Design</i>	4	Event Concept, Event Model Canvas	Lecture and Workshop/practical case study application/simulation exercises	The development of creative solutions for graphic design in events, including invitation design for different type of events: Exhibitions, conferences, seminars and special events
2 <i>Event Marketing & Communications</i>		Event Feasibility		Devising a feasibility study and developing a Marketing & Communication Plan for the event
3 <i>PR operations</i>	4	Perform support duties related to various types of PR events		Explain the nature and purpose of PR
4 <i>PR operations</i>		Operational monitoring & control		Briefing of staff, including their performance standards
5 <i>PR operations</i>		Perform support duties related to various types of PR		Event monitoring, control & evaluation



❖ **Course Content – Level 2- Event Operations and Logistics**

Day 1: Event Operations & Logistics

Component		Duration (notional hours)	Theme	Methods	Outcome
1	<i>Event Staging</i>	4	Theme, Décor, Creativity, Design, Waste Management, Technical Production	Lecture and Workshop/practical case study application/simulation exercises	Inspect and provide security presence at the venue. Installation of the Technical Equipment and Staging
2	<i>Event Staffing</i>		Event Management Committee, Volunteering, Event tasks and responsibilities. Event briefings, schedules, training		Effective Staff communication and debriefings, Effective deliverance of task schedules and times. Human Resources and employee legalities, Facilitate volunteers
3	<i>Safety & Security</i>	4	Government intervention, venue safety, health safety, medical operations, communication, safety of delegates		Effective liaison and communication with Health & Safety, Fire Safety, Medical services, crisis management procedures, disaster management procedures
4	<i>Event Risk</i>		Identification and Control of Risks		Ability to identify, manage, monitor and control potential risks- Impact and Consequence of risks
5	<i>Crowd Management</i>		Complaints, observing and managing crowds, performance standards, contingency plans		Monitor crowd size management, behaviour & safety, read potential crowd problems, direct crowds at events



Day 2: Financial Management and Cost Accounting for Events

Component		Duration (notional hours)	Theme	Methods	Outcome
1	<i>Event Evaluation</i>	4	Evaluate an event to ensure sustainable events	Lecture and Workshop/practical case study application/simulation exercises	Conduct effective evaluations to measure successful operations, measure against specific objectives of client satisfaction levels, post event reviews, emphasize the highlights
2	<i>Performance measurement</i>		Evaluate budget and operations performance		Reflect on, measure and evaluate performance in order to improve future practice and learning as well as payables & receivables
3	<i>Evaluate Systems & Reporting</i>	4	Mid-event evaluations, monitoring and evaluation procedures, ensuring quality and high standard events		Evaluate effectiveness of systems and processes supporting the event. Compile a report in user friendly format, record proceedings and evaluations
4	<i>Event Legacy</i>		Milestones of the event experience		Creating an authentic experience that creates brand awareness for destination and an increasing number of visitor repetitiveness



4. How Will You Benefit?

At the end of the workshop, you should be able to develop the following skills:

- The ability to apply appropriate planning techniques to manage the social, environmental and economic impacts of festival and events.
- Demonstrate the importance of time management within events and arrange all travel arrangements for event delegates.
- Express the importance of systematic and detailed planning when managing events.
- Conduct the process of financial management
- Understand the importance of appropriate market research and to apply the appropriate event protocol.
- Ability to develop a Marketing and Communications Plan for various types of events.
- Understand the importance of continuous event monitoring, control and evaluation.
- Ability to demonstrate the importance of fundraising and sponsorship in event management.
- Ability to manage the operational aspects of planning an event.
- Understand the importance of managing risks and crowd control.
- Ability to manage human resources for an event.
- Ability to reinvent the event wheel at the post-event stage.

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