

## INTRODUCTION TO EVENT MANAGEMENT 2020 - Short Course (6 weeks)

### Course Outline *(subject to change)*

#### Module 1: What is an event?

- What types of events are there?
- Impact of events on community including social, economic, environmental and cultural impacts.

#### Module 2: What is a feasibility study?

- Key components of event feasibility study are addressed.
- What questions to ask if you want your event to succeed?
- Includes how to develop objectives and SWOT analysis.

#### Module 3: Event Planning

- Importance of planning phase for events.
- Steps of event planning.
- How to develop a critical path.
- Introduction to types of organisational structures.
- What organisational structure best suits your event?

#### Module 4: Event Marketing

- How to sell your product to key target markets. 4 P's of marketing.
- Introduction to market analysis and target audience for your event.

#### Module 5: Event Sponsorship

- How to develop a sponsorship proposal?
- How to involve an event partners?

#### Module 6: Risk Management and OSH requirements for events

- Responsibilities of event manager to event participants.
- Guest speaker from Department of Labour.

#### Module 7: Event production/staging/logistics

- Overview of key aspects in event production including issues around staging and logistics management.

#### Module 8: Event employment opportunities/ course review

- Student presentation of event concept.