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.