

EVENT PLANNER COURSE SYLLABUS

Module 1. What is Event Management?

- 1.1. What is Event Management?
- 1.2. Role of the Event Manager
- 1.3. Project Management
- 1.4. Strength & Weaknesses of the event management profession
- 1.5. Crisis Management
- 1.6. Planning Your Career

Module 2. Types of Events

- 2.1. Introduction (incl. video)
- 2.2. Conferences
- 2.3. Meetings
- 2.4. Launch Events
- 2.5. Fashion Shows
- 2.6. Fundraisers
- 2.7. Weddings
- 2.8. Religious Events
- 2.9. Photocalls
- 2.10. Exhibitions
- 2.11. Sport Events
- 2.12. Concerts
- 2.13. Political Events
- 2.14. Anniverseries

Module 3. Working with clients

- 3.1. Planning and preparing for the meeting (incl. video)
- 3.2. First impressions and presentation (incl. video)
- 3.3. What does your client need?
- 3.4. What comes next? Timeframes (incl. video)
- 3.5. Following up
- 3.6. Event proposal
- 3.7. Contracts and agreements (incl. video)

Module 4. Steps for planning an event

- 4.1. Target your goals and audience
- 4.2. Planning the event: date and time (incl. video)
- 4.3. Budget (incl. video)
- 4.4. Venue
- 4.5. Food and beverage (incl. video)
- 4.6. Transportation
- 4.7. Speakers
- 4.8. Timeframes

Module 5. Invitations, Greetings and Dress Code

- 5.1. Invitations and replies (incl. video)
- 5.2. Greetings etiquette and handshake protocol (incl. video)
- 5.3. Dress code (incl. video)

Module 6. Table Manners and Table Settings

- 6.1. Table-seating arrangements
- 6.2. Table settings (incl. video)
- 6.3. Table manners

Module 7. The Event

- 7.1. Last-minute preparations (incl. video)
- 7.2. During the event
- 7.3. Business cards (incl. video)
- 7.4. Evaluating the event (incl. video)
- 7.5. After the event: Keeping up with your clients, partners, and guests (incl. video)