

Certificate in Events Management



Date : 25 - 29 November 2019

Venue : London , U.K

Fees : 3500 € + 20 % VAT .

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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.

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

Course Outline :**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
Delayed deliveries

Influencers and affiliate e-marketing

General definitions
The benefits of influencers e-marketing
Techniques for successful influencers e-marketing
Key influencers marketing campaigns that worked
Introduction to affiliate marketing
The benefits of affiliate marketing
The dos and don'ts of affiliate marketing
Key affiliate marketing campaigns that worked

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

Advanced Search Engine Optimization (SEO) techniques

Setting up and using the Google Search Console
Key SEO tags that make or break your organic rankings
Useful SEO diagnostic tools
How to conduct a keyword research
Conducting on-page SEO
Conducting off-page SEO
Content marketing for SEO purposes

Advanced social media advertising techniques

How to use custom audiences on Facebook and Instagram
Using pixels to track conversions
Generating advanced custom reports on the Ad Manager
Setup native landing pages on Facebook and generate leads
Advanced video marketing techniques
Advertising natively on Instagram

REGISTRATION FORM

Date	Venue	Fees(€)	Book your seat

REGISTRATION DETAILS

Family Name: _____ First Name: _____

Position: _____ Company: _____

Mailing Address: _____

Telephone: _____ Mobile: _____ Fax: _____ Email: _____

AUTHORISATION

Authorised By: _____ Position _____

Position: _____ Company: _____

Telephone: _____ Fax: _____ Email: _____

Postal Address: _____

MODE OF PAYMENT

Invoice Mail Address

 Please invoice my company Please invoice me

CERTIFICATION

INFORMATECH Certificate of Completion for delegates who attend and complete the training course

HOTEL ACCOMMODATION

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least 3 weeks prior to the commencement of the course.

EVENT DISCLAIMER

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the Instructor at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/or expenses registrant may incur or have incurred as a result of any trip cancellations or changes.

CANCELLATIONS & SUBSTITUTIONS

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit.

If you cannot attend, you may send a replacement from your organisation at no charge.

There is a € 250 handling charge for all cancellations or rescheduling.

We reserve the right to cancel a seminar due to low enrollment.

All registrants will be notified in advance and a full refund will be provided upon request.

Signature/ Company Stamp

I have read and understand the terms and conditions



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