

## ***Event Management***

### **Course Content:**

#### *Event Management Planning*

- Understanding the importance of planning to ensure the success of an event
- Understanding the process of developing an event concept
- Constructing an appropriate organisational structure for an event, which will facilitate the achievement of its objectives

#### *Co-ordinating Events*

- Identifying the control systems used in events
- Identifying the key elements involved in organising the event

#### *Marketing the Event*

- Know how to promote events and generate positive PR
- Understanding the different promotional techniques
- Understanding the Advantages and Disadvantages of each type of promotion
- Press releases – How to write them so that they will be published and which media channels to distribute them.

### **Learning Objectives:**

This programme is designed to provide participants with the opportunity to develop practical Event Management Skills. It will introduce participants to the different areas of event management, which are essential to the success of an event.

### **Programme Facilitator: Optimum Training Ltd**

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Accel is an initiative of the Department of Enterprise, Trade & Employment and is managed by Skillnets SERVICES Ltd.