

Becoming An Events Management Professional

Duration: 5 Days

Language: en

Course Code: IND15-108

Objective

Upon completion of this course, participants will be able to:

- Excel in the practical exam by engaging in focused training sessions.
- Enhance your understanding by delving into past case studies for comprehensive explanations.
- Foster a collaborative learning environment and interact with peers regarding the events sector to learn from firsthand knowledge and experience.
- Demonstrate leadership abilities and managerial skills in the event sector.
- Exhibit strong capabilities in time and people management.
- Meet challenges effectively and demonstrate the ability to work adeptly under strict deadlines.
- Identify risks and create recovery and coping strategies to overcome these challenges.
- Develop excellent project management skills using professional, tried and tested tools.

Audience

This course is designed for anyone responsible for managing large-scale events and wishing to move forward with a career in hospitality management. It would be most beneficial for:

- Event Managers
- Business Owners
- Venue Managers
- Event teams
- Food and Beverage Business Owners
- Project Managers
- Finance Executives
- Marketing Managers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will watch interesting video case studies regarding various events and discuss the risks and mitigation tactics for each using an evaluation session.
In group discussions, participants will discover the best project management methods for different types of projects and work together to discover more professionally recognised tools for successful event management.

Summary

Established in 1993, the Certified Special Events Professional (CSEP) designation aims to acknowledge event professionals who have demonstrated proficiency, skills, and capabilities essential for executing all aspects of a special, public or large-scale event.

Attaining the Certified Special Events Professional (CSEP) not only enhances clients' trust in your business and capabilities but also provides a credible endorsement for marketing, soliciting new business, accessing extra funding, and instantly establishing credibility with clients and stakeholders.

The CSEP course offers advanced, industry-relevant expertise, showcasing a commitment to continuous personal and professional development throughout your career. It offers tangible

validation of your knowledge, skills, and expertise and puts you in the top pool of professionals most likely to be selected to hold large-scale events.

This course will allow you to gain insights to elevate your proficiency in the industry and set higher industry standards across the board. It serves as an opportunity to define the knowledge and performance benchmarks for certification, promote the progress of the special events sector, and recognise the outstanding work of events professionals and the value they bring to the business and charity sectors.

Course Content & Outline

Section 1: **Developing Your Event Project**

- Understanding the fundamentals of project planning for large-scale events.
- Defining project objectives, scope, and deliverables.
- Budgeting and financial planning for all aspects of the event.
- Integrating sustainability considerations into the project plan.
- Legal and regulatory compliance in event project planning.

Section 2: **Planning Your Project Map**

- Conducting a comprehensive risk assessment and mitigation strategy.
- Creating a detailed project schedule and timeline.
- Utilising project management tools for efficient planning and execution.
- Adapting the project plan based on changing circumstances or requirements.
- Addressing health and safety considerations for the event.

Section 3: **Production & Venue**

- Selecting and coordinating a diverse team of skilled professionals.
- Incorporating contingency plans for unforeseen challenges.
- Establishing clear roles and responsibilities within the project team.
- How to negotiate contracts with venue owners.
- Remote events and their future.
- Health and safety considerations in large venues.
- Technical requirements to consider for entertainment and refreshments.

Section 4: **Marketing & Attendance**

- Developing a comprehensive marketing and promotional strategy.
- Leveraging social media platforms for event promotion and engagement
- Incorporating search engine optimisation (SEO) strategies to extend your reach with

your target audience.
- Connecting with influencers and partners online.
- Using data to connect with the write target demographic.
- How technology can help with your marketing initiatives.

Section 5: **Communication & Client Management Skills**

- Identify key stakeholders and establish clear communication channels.
- Implementing effective communication strategies throughout the project lifecycle.
- Collaborating with external vendors and suppliers.
- Engaging with local communities and authorities for support.

Section 6: **Evaluation & Feedback**

- Monitoring and evaluating project progress against milestones.
- Case studies illustrating successful project planning for large-scale events.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

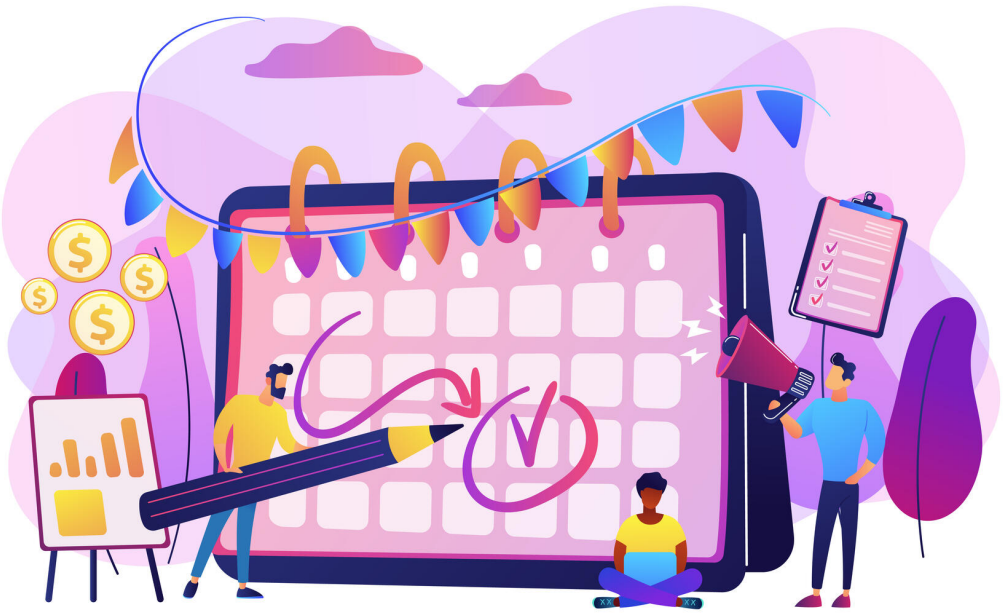
Categories

Entertainment, Hospitality & Sports, Food and Beverage, Management & Leadership

Tags

Events Management, Venues

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YouTube Video

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