

Event Management – Program Overview

This programme provides learners with a practical understanding of the event management industry, taking them through the complete journey of planning, organising, executing and evaluating an event.

Key Topics Covered

- Introduction to Events and the Event Management Industry
- Types and Classification of Events
- Event Management Strategy and Event Planning Process
- Event Committees, Roles and Responsibilities
- Venue Selection, Site Planning and Event Logistics
- Budgeting, Finance and Sponsorship
- Marketing, Promotions and Social Media for Events
- Safety, Security and Risk Management
- Event Operations and Event Timelines
- Branding and Brand Management
- Leadership, Teamwork and Interpersonal Skills
- Communication, Delegation and Problem Solving
- Professional Etiquette and Event Presentation
- Corporate, Private, Leisure and Charity Events
- Festival Planning and Event Evaluation

Final Practical Project

As part of the programme, students work in teams to conceptualise, plan and execute a complete event, either virtually or offline. The project allows students to apply their learning in a real-world setting by developing the event concept, allocating team responsibilities, preparing budgets and timelines, managing promotions and logistics, coordinating the event, and completing a post-event evaluation.

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The final project is designed to develop industry readiness, teamwork, leadership, creativity, communication, problem-solving and practical event management skills.