



C O U R S E C U R R I C U L U M

EVENT MANAGEMENT

STRATEGY • LOGISTICS • MARKETING • LEADERSHIP



3 WEEKS

10 MODULES • FINAL PROJECT • CERTIFICATION

What You Will Learn

This course provides a complete foundation in professional event management, guiding learners from understanding the industry to designing, planning, executing, and evaluating a full event.

Participants will learn the strategic, creative, operational, financial, and leadership skills required to manage successful events, including weddings, conferences, festivals, corporate events, and experiential marketing campaigns.

COURSE OBJECTIVES

By the end of the course, you will be able to:

- Understand the structure and opportunities within the global events industry.
- Design compelling event concepts aligned with business goals and audience needs.
- Develop complete event plans, including logistics, budgeting, and timelines.
- Manage vendors, stakeholders, and client relationships effectively.
- Build marketing and promotional strategies to attract attendees.
- Implement risk management, safety, and legal compliance frameworks.
- Use event technology, data analytics, and AI tools to improve event outcomes.
- Lead teams and handle high-pressure decision making during events.
- Plan sustainable and inclusive events.
- Deliver a professional event proposal and operational plan.

10 Modules

MODULE

01

Introduction to Event Management

- Overview of event management
- Roles of an event manager
- Event industry overview
- Careers in events (corporate, weddings, festivals, experiential marketing)
- Expectations of the profession

MODULE

02

Event Strategy & Concept Design

- Event objectives and KPIs
- Client consultation
- Feasibility studies
- SWOT analysis
- Event concept development
- Theme design
- Audience analysis
- Event proposal writing

MODULE

03

Budgeting & Financial Management

- Event budgeting fundamentals
- Income and expenditure planning
- Pricing strategies
- Sponsorship funding models
- Ticketing strategies and revenue streams
- Financial forecasting
- Cash flow management

MODULE

04

Logistics & Operations

- Event planning tools (Gantt charts, run sheets, checklists)
- Venue selection
- Layout planning
- Staging and décor
- AV and technical production
- Transportation and accommodation logistics
- Timelines and production schedules

MODULE

05

Stakeholder & Vendor Management

- Vendor sourcing and evaluation
- Supplier contracts
- Negotiation strategies
- Managing client expectations
- Staffing plans
- Volunteer management
- Organizational charts

MODULE

06

Marketing & Attendee Experience

- Event branding
- Marketing strategy and market segmentation
- Promotion planning
- PR and media relations
- Digital marketing and social media
- Ticketing platforms
- Sponsorship activation
- Attendee journey mapping

MODULE

07

Legal Compliance & Risk Management

- Licensing requirements
- Contracts and agreements
- Regulatory compliance
- Risk identification and mitigation
- Safety standards and crowd management
- Emergency response planning
- Incident reporting

MODULE

08

Event Technology & Innovation

- Event management platforms
- Ticketing and registration systems
- Hybrid and virtual events
- Live streaming technologies
- Data analytics and reporting
- AI tools for event planning

MODULE

09

Sustainability, Ethics & Protocol

- Sustainable event practices
- Eco-friendly sourcing
- Waste reduction strategies
- Accessibility and inclusion
- Ethical event management
- Cultural considerations
- Etiquette and protocol
- VIP and dignitary management

Leadership & Soft Skills

- Leadership skills for event managers
- Emotional intelligence
- Conflict resolution
- Stress management
- Time management
- Communication and presentation skills
- Decision-making under pressure

ASSESSMENT & PROJECTS

How You Are Assessed

- Quizzes, assignments, and practical exercises throughout the course.
- A final project requiring students to develop a complete event plan (budget, marketing plan, operations, risk management plan, timeline).
- Presentation of the final project to demonstrate understanding of event management and planning.
- Live presentation with feedback.

ALSO INCLUDED

Guest speakers from the industry
Certification in Event Management