

EVENT MANAGEMENT

NTPT6205

Course Outline

Description:

5 Key Steps to Successful Event Management

Learn how to plan and complete effective events that will meet your goals or objectives. This course covers the broad strokes of event management from fundraising to public relations. In this two day course you will learn how to devise a plan, budget, market, execute, and evaluate your event.

Course Goals:

- To provide students with an overall understanding of event management
- To explore the challenges of managing events for not-for-profit organizations

Course Objectives: At the completion of this course, the student will be able to:

- Identify opportunities to increase engagement and support through special events
- Identify an event overview that deliver measurable outcomes
- Develop an event based budget
- Shape event timelines and construct a critical path
- Identify unique ways to promote events to targeted markets
- Implement evaluation tools
- Network with other event managers to share resources and best practices

Texts: None required.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule

Day One:

- Course description and outcomes
- Housekeeping
- Peer introductions
- Initiating (Market Research, Event Overview and Identifying Stakeholders)
- Planning (Time, Cost, Volunteer Management, Sponsorship, Marketing & Promotions & Ticket Sales)

Day Two:

- Executing (Quality, HR, Communications, Guest Management, Stakeholder Management)
- Monitoring / Controlling (checking in to ensure all process are running smoothly)
- Closing (Return on Investment, post event surveys, Reconciliation, Database Management – Archive of Materials)

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.