

Short Course in Conference and Event Management

Although it does take plenty of creativity to design an event that is memorable and meaningful, it also takes careful attention to detail, adaptability, effective delegating, and a lot of work. This two-day course will walk you through the process of event management, from the beginning stages of planning, to the final touches (like decorations, food, and music). While this course is specifically for corporate event planning, the elements here can also be applied to more personal event planning. Essentially, we're creating an effective and well planned design that is ready for implementation and can be used over and over again.

What Will Students Learn?

- ✓ Plan a complete corporate event, including an agenda, budget, goals, venue, audience, food, and whatever else your client needs
- ✓ Keep your event on budget
- ✓ Design an advertising and marketing plan that includes a comprehensive use of media, take-aways, and/or swag bags
- ✓ Determine whether partners, sponsors, and volunteers can help to make your event unforgettable
- ✓ Create an atmosphere of service that delegates will remember
- ✓ Select speakers and a master of ceremonies to add impact to your event
- ✓ Create a diversity plan
- ✓ Evaluate the process once it's all wrapped up

What Topics are Covered?

- ✓ Global Business Strategy
- ✓ Business Communication
- ✓ Project Management –Basic
- ✓ Project Management –fundamental
- ✓ Risk Management
- ✓ Marketing
- ✓ Event Management
- ✓ Public Speaking
- ✓ QuickBooks
- ✓ Stress Management
- ✓ Injury Prevention
- ✓ Working with the Media

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Pre-Registration Information

Yes! I would like to attend Short Course **Conference and Event Management!**

Sign me up for the following session: January 2019

- 310 OAK Avenue, NBS Building 3rd Floor Randburg.
- Period : 6 months

- All Training are from 9:00 a.m. until 2:30 p.m.
- Cost: R 8000 per person. Or Deposit :R 2500 and R 1100 for 5 months
- **Cornerstone Accreditation: SETA: 12255 and BANKSETA: Bank-Corne180502.**

Banking Details

- **Bank Account** : Cornerstone Supreme
- **Bank** : FNB
- **Account N°** :62653109283
- **Reference** : use your name as a reference



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