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| **Event Preparation and Management for Educational Institutions** |

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| ***Description*** | Educational institutions promote and organise many types of events: from complex cultural events to sports and simply celebratory events. This course takes you step by step through the principles of event management.  The focus is upon preparation, management and evaluation of events, particularly cultural events, so that participants gain the knowledge to plan and organise, conduct operational event planning, and manage the running of an event. |
| ***Target audience*** | - Teaching personnel of all age groups and specialities.  - Professionals involved in educational institutions and organisations (School Principals, Heads of Department, Counsellors, Advisers, Inspectors, Career Officers and other professionals that have roles involving events management. |
| ***Preparation*** | Prior to the start of the course, participants will receive a detailed programme outlining the content and structure of the course, as well as recommended reading and viewing material relevant to the course contents. They will also receive practical information about Birmingham, including maps, places of interest and accommodation. |
| ***Objectives*** | The aim of this course is to provide an overview of event preparation and management  Principles of project/event management   * Understanding project management resources, activities, risk management, delegation, project selection, role of the event manager   From concept to reality   * Conducting market research, establishing viability, capacities, costs and facilities, plans, timescales contracts   Preparing a proposal   * Clarity, SWOT analysis, estimating attendance, media coverage, advertising, budget, special considerations, evaluating success   Organising the event   * Purpose, venue, timing, guest list, invitations, food and drink, room dressing, equipment, guest of honour, speakers, media, photographers, podium, exhibitions   Marketing and media tools   * Media invitations, merchandising, give aways, competitions, promotions, website and text message, photo calls, press releases, TV opportunities, radio interviews   Promotional tools   * Flyers, posters, invitations, website, newsletters, blogs, tweets   Staffing and compliance issues   * Staff recruitment and training, health and safety issues, insurance, licences and permissions   Evaluation   * Budget, cost of event, return on investment, media coverage, attendance, feedback |
| ***Methodology*** | The course is of a practical, dynamic nature enabling participants to learn confidently and offering practical exercises to fully integrate techniques and strategies. The practical nature will enable students to develop the background knowledge and understanding of the personal and interpersonal skills required for an effective events manager. |
| ***Cost of the course*** | **490 Euros**  Course Price includes:  Registration Fee and tuition for the 7 day course (30 hours training and 25 hours of socio-cultural activities and practical assignments tasks to do after the course)**,** Course Material, Certificate of Attendance, dossier with information material about Wolverhampton/Birmingham, City Guided Tour and entrance to Wolverhampton/Birmingham Art Gallery. |

**Programme**

**Course: Events Preparation and management for Educational Organisations**

**Place:** Wolverhampton/Birmingham, United Kingdom

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| **Day 1** | **Day 2** | **Day 3** | **Day 4** | **Day 5** | **Day 6** | **Day 7** |
| **AM**  **09.00**  **12.30** | **Arrival** | Participant Presentations | From concept to reality – market research, establishing viability, capacities etc  Practical exercises in groups, discussions and comments | Organising the event. – production schedule  Practical exercises in groups, discussions and comments | Marketing and media tools | Staff and compliance issues  Practical exercises in groups, discussions and comments | Discussion and development of strategies to implement what has been learnt this week into individual’s educational establishments |
| Expectations and needs for the course |
| Discussion of general objectives of the course |
| Open discussion to clarify doubts, answer queries and assist participants |
| Evaluation |
| Certificates |
| **PM**  **12.30**  **1.00** |  | Lunch break | Lunch break | Lunch break | Lunch break | Lunch break | Farewell |
| **1.00**  **3.30** | Welcome | Principles of project/event management  Practical exercises in groups, discussions and comments | Preparing a proposal – Clairity, SWOT, estimating attendance etc  Practical exercises in groups, discussions and comments | Organising the event.  Practical exercises in groups, discussions and comments | Promotional tools  Staff and compliance issues  Practical exercises in groups, discussions and comments | Evaluation – budget, cost of event, return on investment etc  Practical exercises in groups, discussions and comments | **Departure** |
| Registration and hand-out of materials |
| Ice breaking |
| Course overview |
| **3.30**  **6.30** |  | Cultural activities  Dinner | Cultural activities  Dinner | Cultural activities  Dinner | Cultural activities  Dinner | Cultural activities  Dinner |  |