



# EVENT PLANNING AND MANAGEMENT MASTERCLASS



PROFESSIONAL DEVELOPMENT SERIES

Executive Assistant Academy  
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## OVERVIEW

At some stage in their career, almost all EAs and PAs end up organising some type of event. Usually with a small budget, tight deadlines and high expectations.

Event management skills amount to knowing and understanding a very specific type of knowledge, mastering a particular methodology and being proficient in using distinct personal

and social skills. Exceeding your executives expectations by organising stunning events is possible by learning the specific skills to do so.

This Masterclass covers all essential knowledge and skills, from basic to advanced relating to organising and managing events. The course is suitable for novices as well as EAs experienced in event management.

### WHO SHOULD ATTEND

- ALL EAs AND PAs WHO MANAGE EVENTS ON BEHALF OF THEIR COMPANY OR EXECUTIVE
- ALL EAs AND PAs CONSIDERING MOVING INTO A CAREER FOCUSED ON EVENT MANAGEMENT

### COURSE OBJECTIVES

- MASTER THE TECHNICAL, PERSONAL AND SOCIAL SKILLS REQUIRED TO ACHIEVE THE GOALS ASSIGNED TO YOU
- LEAVE WITH A CLEAR METHODOLOGY FOR EFFICIENTLY MANAGING ALL EVENTS
- UNDERSTAND THE IMPORTANCE OF EACH PART OF THE EVENT MANAGEMENT PROCESS

### COURSE CONTENT

This interactive, one day course covers the essential aspects of event planning and management. Students will work through five core modules that will give them practical tools and techniques to manage and execute events as well as the understanding and implementation of risk management strategies.

### DURATION

1 DAY

EAN MEMBERS

\$750 PLUS GST

EAN ASSOCIATE MEMBERS

\$995 PLUS GST

NON MEMBERS

\$995 PLUS GST

### THE COURSE MODULES COMPRISE OF:

#### EVENT AND ENTERTAINMENT INDUSTRY FUNDAMENTALS:

this session explores the role of the event manager and examines industry fundamentals such as key types of players and bodies, and their inter-relationships

#### EVENT PLANNING AND PRODUCTION PROCESS:

this module identifies the different stages of the event planning process and covers event development, budget setting and resource planning

#### EVENT CO-ORDINATION AND MANAGEMENT:

here we look into practicalities such as site planning and inspection and event staging

#### EVENT CONTROL AND EXECUTION:

this session looks at procedures, theories and methods surrounding event risk management, evaluation and reporting, and management knowledge and skills

#### SPECIFIC ASPECTS OF DIFFERENT TYPES OF EVENTS:

in this module students select which of the following aspects they would like to explore in more detail: Corporate events, Conferences, Celebrity events, Fundraising events, Government and Political events, Event sponsorship, Exhibitions, Open-air events, Eco-friendly events