

402. EVENT MANAGEMENT

1. Introduction and principles of event Management, Role and quality of an event planner, Size & type of event, Knowing your client, Event Team, Code of ethics
2. Concept & designing. Analysis of concept, Logistics of concept. Feasibility, Keys to success, SWOT Analysis.
3. Nature of Marketing, Process of marketing, marketing mix, Sponsorship.
4. Security, Occupational safety, Crowd management, Major risks and emergency planning, emergency procedures.
5. Budget, break-even point, cash flow analysis, Profit & loss statement, balance sheet, financial control system

Suggested Reading:

1. Event Management By Lynn Van Der Wagen& Brenda R Carlos
2. Successful Event Management By Anton Shone & Bryn Parry