

## INTRODUCTION TO EVENT MANAGEMENT

# EVENTS



### DESCRIPTION

Event Management is an exciting industry to work in. Jobs in Event Management can be both within the Events industry and in roles that require you to occasionally work in Events.

This one-day practical workshop acts as an Introduction to Event Management. The format of the workshop is highly interactive and is led by an experienced Event Manager. It provides the learner with sound understanding in the skills and techniques required to work effectively in Events.

### COURSE LOCATION

Souters Training Centre  
32 Ludgate Hill  
London  
EC4M 7DR

Located in the heart of the City of London and well-connected to transport routes.

#### The CPD Standards Office

CPD PROVIDER: 21228  
2017 - 2019  
[www.cpdstandards.com](http://www.cpdstandards.com)



### WHO IS IT FOR?

This course is suitable for a wide range of delegates

- It can be taken by people who are looking to start a career in Events
- It is suitable for people already working in Events who would like to gain formal training and a professional qualification.
- The course is very popular with people who do not work in events, but often organise events as a part of their role.
- People looking to gain a professional qualification in order to make a change of careers.

### DATES AND DURATION

The course runs for one day from 10:30 to 16:30.

A list of course dates can be found on our course schedule on our website, or by contacting our office.

[info@souters.org](mailto:info@souters.org)  
0207 248 8987



## TESTIMONIALS

Michelle Clarke, Tulchan Communications:  
What did you most like about the course?: *The precise crisp nature of the trainer and the level of useful information provided.*

Danielle Bradford, Crossrail: *Right content to enable running better future events, highly effective and informative with great examples*

## COURSE FORMAT

The course is delivered by an experienced Event Manager and trainer. The training is held in a highly interactive environment. This is ideal for gaining knowledge, skills and confidence.

## COURSE CONTENT

- Technical skills required to plan and organise an event
- Marketing skills to successfully promote of your event
- How to develop the ideal Events skillset and CV
- A focus on the key soft skills required to deliver an event successfully
- Practical exercises to simulate a work environment to help gain confidence and experience for the workplace.
- Event Constraints and how to plan, control and evaluate your Event
- How to delegate and prioritise in order to effectively manage resources and meet your deadlines.
- How to find best deals and venues through research and networking.
- Maintaining your networks for later events
- Evaluating and learning from an Event

## ACCREDITATION

CPD Standards Institute has accredited the course. This is a professional education body recognised widely in the UK and across the world.

Successful completion of the course will lead to certification being issued from the CPD Standards Institute.

## COURSE FEES

The price of the course is £299

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## BENEFITS

This one day Event Management Course has been very popular with delegates for many reasons. Here are some of the benefits:

- Classroom and interactive training course that builds skills and confidence. Events is a people facing industry and it is best learnt in this environment, so that you can benefit from the trainers experience in the field.
- Gain skills and foundation needed to launch and develop your event career.
- Open new job options and possibilities
- Perform your role more effectively with better planning and control over your Events
- Gain a professional qualification with a Certificate in Event management from the CPD Standards Institute.

