

WEBINAR: Events Management 101



Overview

Events management is one of the best business opportunities for the aspiring entrepreneur. Needing only a small capital, this creative and exciting venture has the potential for unlimited income.

Objectives

- To learn events planning and organizing
- To know how to get sponsors for your events
- To enhance your skills and knowledge in event promotion
- To learn how to market your events

Who Should Participate

- Those who want to put up an events management business, events managers and staff, managers or supervisors tasked to organize in-house events, students of related courses, and entrepreneurs.

Key Topics

I. Definition, Role and Significance Of Events

(Profit Potential In Different Types Of Events)

II. Basic Characteristics of Successful Events

(Designing Events That Will Impress Clients)

III. Different Categories and Kinds Of Events

IV. The Events Management Profession

V. Event Suppliers

VI. Specific Steps In Events Management

(Stages In Events Management, Organizing Your Events Team, How To Promote Your Events, Events Sponsorship, Risk Management, Safety and Control, Sample Proposal and Contract)

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Duration

- 3 hours

Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

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