

SHORT COURSE IN EVENTS MANAGEMENT

DESCRIPTION

The events management industry in South Africa is growing rapidly each year and it has also become a very positive force in the country's tourism industry. Events management is now widely accepted in most organisations as an integral part of the developmental and marketing strategy to create awareness of the organisation; to enhance the organisation's reputation in industry; and to build mutually beneficial relationships with stakeholders of the organisation.

This programme will assist students to understand the actual processes of understanding what events are, and how to ultimately conceptualise, plan, implement, monitor and review events. The overall aim of the programme is to assist students with developing the necessary skills and knowledge to be able to organise successful conferences, meetings, exhibitions and special events.

ADMISSION REQUIREMENTS

Open enrolment

Literacy at NQF Level 3 or equivalent is recommended.

CERTIFICATION

Upon successful completion of the study programme and internal assessments, candidates will be awarded the Short Course Certificate in Events Management by the Milpark Business School.

EXIT LEVEL OUTCOMES

On completion of this course, the qualifying candidate will:

- Demonstrate an understanding of the fundamentals of events management
- Prepare sponsorship proposals that will address the needs of various stakeholders
- Demonstrate knowledge of risk management in events management
- Prepare an event marketing and communication strategy
- Demonstrate the ability to manage an exhibition
- Manage all logistics requirements associated with events including, amongst other things, venues, key role-players, guests, supplies and general administration.

PROGRAMME OUTLINE

The following is a brief outline of the themes which will be dealt with in the course:

- Introduction to the South African events management industry
- Stakeholder analysis

HEAD OFFICE CAPE TOWN

2nd Floor Sunclare Building
Cnr Protea and Dreyer Rds, Claremont
PO Box 44235, Claremont, 7735

Phone: 021 673 9100

Fax: 021 673 9111

Fax to email: 021 673 9111

JOHANNESBURG

Corner Main Road East and Landau Terrace,
Melville Extension 2
PO Box 91714, Auckland Park, 2007

Phone: 011 718 4000

Fax: 011 718 4001

DURBAN

2 Derby Place, Derby Downs, University Road,
Westville, 3631
PO Box 2248, Westville, 3631

Phone: 031 266 0444

Fax: 031 266 0466

- Sponsorship proposals
- Risk management
- Event marketing and communication
- Exhibition management
- Event logistics management

ASSESSMENT

An integrated approach to assessment is applied. This includes individual and group formative assessments as well as an individual summative assessment. The practical nature of the course is emphasised in all assessments.

DURATION

48 Hours / 12 Weeks

This short course is offered on a part-time basis. Lectures are scheduled on Saturdays from 8:30 to 12:30 per session. Final results of assessments will be released within 4 weeks of completion of the course. Students may be given a second and final opportunity to retake assessments in which they were initially unsuccessful.

FURTHER STUDIES

Students who have successfully completed this short course certificate may articulate onto other short courses. Depending on the student's academic background, other Milpark Business School whole qualifications may also be available to the student.

ABOUT THE BUSINESS SCHOOL

Milpark Business School offers a range of higher education qualifications, accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers distance learning and contact learning, as well as supporting workshops. The qualifications range from a variety of certificate and diploma programmes to an MBA and a B.Com in Banking Management.

PRICING

The fees include prescribed textbooks, comprehensive student guides and one cycle of internal assessments.

Non-refundable application fee: R 450

Programme cost: R7 275

A terms option is available. Please contact the Milpark Business School sales department for more details.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Business School reserves the right to change the programme content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

Email: info@milpark.ac.za

Website: www.milpark.ac.za