

Online Diploma in Event Management

February 2025

Wednesdays - 6:30pm to 9:30pm

Please note this is a provisional timetable and subject to change:

Month	Day	Content
February	26	Introduction to event management, types of events & impacts, overview of the Events Industry, importance of events to Tourism
March	05	Event Categories, event Concept Development, event Planning
	12	Sponsorship, CEDAREE, establishing the correct sponsorship fit, case study
	19	Planning tools and structures, project Management tools for event management, venue selection
	26	Logistics, pre event - on site - post event logistics, health & safety
April	02	Risk Management, risk analysis, event safety
	09	Emerging Technology (11+ types), Big Data, live case examples of emerging tech on site.
	16	Social Media for Events, live Integration at events, emerging trends
	23	Exhibitions and Trade shows, importance of MICE Industry to tourism sector
	30	Sustainable Events, sustainable Events Best Practice Guidelines Running Green Meetings (UN guidelines 2012)
May	07	Live Presentation of Assignment proposal, assignment: Written Event Plan

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