



Secretarial



Event Management for Secretaries & Office Professionals



2 Day Course



Classroom or Virtual Blended Training



Accredited Course

Aligned to Unit Standard 13929 (3 credits) in the Business Administration Level 3 Qualification.



Endorsed by OPSA



About the Course

 **Classroom:** R 4, 850 Excl. VAT | **Virtual Training:** R 4, 200 Excl. VAT

Arranging an event sounds exciting and fairly straight forward – until you begin and realise that you may have really caught a tiger by the tail, and wish you had a better understanding of Event Management.

The unfortunate reality is that without significant forethought and planning, what could have been a resounding success could well become an outright disaster! As a marketing or office professional, your role has grown substantially, and you are expected to handle your daily duties, as well as plan, co-ordinate and run events without much training or experience.

This intensive 2 day **Event Management for Secretaries and Office Professionals** course will show you the A-to-Z of organising any event. You will learn how to practically apply project management, budgeting and organisational techniques to your plan so that your event runs smoothly, and you can calmly manage any unexpected surprises.



[View Public Dates](#)



2 Days



Accessible from any Location on any Device



Certificate of Attendance



Course aligned to Unit Standard 13929 (3 credits) in the Business Administration Level 3 Qualification.

Unit Standard Assessment is optional but charged an additional fee of R 1, 450 Excluding VAT per delegate.

What you will learn

- Learning the key elements of event management to ensure you run your function successfully every time
- Understanding your responsibilities in managing events to ensure that you operate effectively whilst gaining respect from your team members
- Knowing how to implement effective planning to guarantee the smooth running of your event with few or no hiccups to ensure that the day runs as planned
- Learning how to make your event more creative so that it is never forgotten and enjoyed by all who were involved
- Applying the fundamentals of project management to your function to manage deadlines effectively and ensure all tasks are completed professionally
- Mastering the art of negotiation to source quality suppliers and venues at the best price every time
- Learning the basics of budgeting and never have to stress about losing control over costs and expenses again
- Managing unexpected crises with ease as you learn how to create and implement a “plan B” to any crisis

Who should attend

This course will benefit anyone who is new to planning and running events and who would like to benefit from a set of proven rules that, when followed, will ensure that the events you organise are professional, cost effective and memorable.



“An excellent and interactive course that covers all the fundamental ins and outs of running a successful event. The facilitator was very engaging and presented this course in an easy-to-understand way.”

- **Personal Assistant to CEO, MISA**

Course Programme Agenda

An Introduction to Organising and Hosting Events

- An overview of the growing events industry
- Reviewing the different types of events
- Assessing the typical requirements of each event

Defining your Role and Responsibilities

- The role of an effective event co-ordinator
- Defining where your responsibilities begin and end
- Agreeing your budget and authority to spend
- Drafting a Responsibilities List and forwarding it to your boss to avoid any nasty surprises later

Decision Making and Creativity

- Understanding and implementing the basics of sound decision-making
- How to make successful snap decisions
- Embracing creativity and using this to ensure your event is memorable

Planning, Planning and MORE Planning!

- Understanding the basics of sound project management
- Designing the event -from concept to fruition
- Setting your objectives and timelines
- Organising your planning around: -the purpose of the event, the event budget, the event programme, the event catering, the expected attendees, the required atmosphere, the event location, the personnel required to assist you
- Co-ordinating your plans with those assisting you
- Organising external suppliers to ensure they meet your deadlines
- Agreeing your budget with management and using strict budgeting skills to remain firmly within the parameters

Sourcing only the Best Venues, Suppliers, Products and Services

- Discovering the various resources, you can use to source venues and suppliers
- Using basic negotiation strategies to ensure you get the best product or service, at the right price, when you want it!
- Gaining references from suppliers to ensure you are dealing with professionals

Managing Travel and Accommodation

- Sourcing accommodation for guests at the event venue or close by
- Organising accommodation discounts for attendees
- Handling all transportation issues -making sure your presenters and guests arrive on time
- Cross border considerations: visa, foreign exchange and passport requirements

Promoting your Event Successfully

- Drafting the event notification and giving the event some hype!
- Keeping colleagues informed of the event logistics, including reminders, confirmations and teasers
- Promoting the event using newsletters, company magazines, internal and external promotion techniques and avenues
- Looking for sponsors

Running the Perfect Event!

- Developing an on the day checklist
- Assigning responsibilities to your team
- Checking everything looks visually "right"
- Anticipating needs, problems and pitfalls on the day

Preparing for the Unexpected

- Developing a Crisis Management Plan before the fact
- Using your plan to manage unforeseen circumstances
- Knowing who to contact to solve particular problems
- Organising back up plans for electricity failure, faulty AV equipment, bad lighting, or any other potential crisis
- Ensuring the smooth, continued running of your event in even the most challenging conditions

When Things Don't go to Plan

- Implementing your Plan B's
- Mobilising the venue staff to solve problems
- Improvising -organising management to fill in at short notice if necessary
- Amending the event program if needed

Event Evaluation

- Discovering how to measure the success of your event
- Evaluating your suppliers and using this information for the future
- Post event communication -often a thank you for attending goes a long way towards increasing the success of your event
- Sending an event synopsis to your boss

ENDORSED BY



This course is endorsed by the **Association for Office Professionals of South Africa (OPSA)**. Delegates who are professional members with OPSA can claim a **5% discount** for this course and earn 1 CPD point towards their annual development plan.

Visit www.opsa.org.za for more information and sign up as a professional member today.



Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

*Classroom training (Johannesburg only) and Blended / Virtual Training (nationwide) is available.



Onsite / In-House Training

Have a group of delegates and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

*Classroom training (nationwide) and Blended / Virtual Training (nationwide) is available.

Blended training is available on these popular platforms:



Benefits of this Short Course



Staff Acquire Vital Skills



Increases Efficiency and Productivity



Motivates and Empowers Staff



Future-Proofs your Workforce's Abilities



Immediate Impact on Job Performance



Can lead towards a Competitive Advantage



Can Count towards your B-BBEE Score



Staff can Earn Credits towards a Qualification*



Provides a Great Networking Opportunity

Features of this Course



Accessible from any Geographic Location



Expert Facilitators



Practical and Intensive Sessions



Researched to Meet Workplace Demands



Skills you can 'Plug-and-Play' into the Workplace



CBM On-Demand

Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email cassidy@cbm-training.co.za. Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



Interested? Here's the Next Step



SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

[Work out a Cost Estimate](#)

[Request a Quotation](#)



HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email info@cbm-training.co.za.

ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 2 certificate. We have been evaluated and audited by the BEE Verification Agency.

GET IN TOUCH

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