

Short Course Programme

Events Professional

Course Prospectus

What is this course about?

The purpose of this course is to equip you with in-depth skills and insights to advance your eventing career.

You will explore holistic and integrated perspectives on managing an event, and cover pertinent topics such as bidding, budgeting, planning, project management, risk management, green issues, legislation, and marketing.

- 6-12-month fully online course
- Expert course lecturer
- Flexible payment plans
- Earn an industry-ready certificate



Why should you choose this course?

The holistic and well-rounded curriculum is expertly designed with the events industry in mind so you can learn the business of events and how to manage events from start to finish. You will gain an in-depth understanding of the events industry and latest trends and develop advanced competencies that will set you apart as a leader in your field.

The course will equip you with professional skills required for a variety of eventing jobs, including:

- **Event manager**
- **Resort manager**
- **Assistant lodge manager**
- **Assistant hotel manager**
- **Concierge**
- **Conference manager**
- **Hospitality manager**
- **Events project manager**
- **Events Marketing Manager**

Who should take this course?

This course is intended for practitioners and scholars in the events management sector or who would like to pursue an events business in this sector. As such, it offers theoretical insight and practical application for a wide variety of vocations, including practitioners', scholars and coordinators in the following domains within the events management sector:

- **Existing events manager, coordinator, administrators, and planner**
- **Events marketing and operational managers**
- **Government department employees, like social welfare and sports and recreation**
- **Conference manager**
- **Trade shows and other exhibitions related careers**
- **Hotel and lodge assistant managers**
- **Individuals who would like to become a resort event manager for a holiday destination**
- **Entrepreneurs**
- **Individuals in the music concert and shows industry**

What will you learn?

This course contains 6 substantive modules and is stacked with learning. Unlike other short courses, we ensure that the learning is adequate to facilitate skills building and is not just a superficial overview of subject-matter. Included in the curriculum is a module focused on innovative event project management which is a sought-after skill in the industry.

Modules in this course:

- **Module 1: Fundamentals of Events Management**
- **Module 2: Event Bidding**
- **Module 3: Event Project Management**
- **Module 4: Events Design and Operations**
- **Module 5: Events Marketing**
- **Module 6: Event Risk and Safety Management**

Module 1

Fundamentals of Events Management

Learn about the world of events with specific reference to its demand, stakeholders and industry trends.

Topics covered

- An introduction to the business of events
- The market demand for events
- Roles of stakeholders and authorities in planning events
- Industry trends in Events Management

Module 2

Event Bidding

Gain insight and knowledge into the event bidding process, the considerations in bidding for an event, and the procedure for compiling the event bid.

Topics covered

- The feasibility of hosting events
- The event bid process
- Compile an event bid
- Bid evaluations

Module 3

Event Project Management

Gain knowledge of the theories and practices of project management and learn about the phases of the event project cycle, the techniques and systems used, and staffing considerations.

Topics covered

- Project Management in events
- The event as a project
- Applied project management tools
- Evaluation of project management

Module 4

Events Design and Operations

Learn how to devise the design and operation plan of events and how to compile the operations plan, examine the event design considerations, establish green events and effectively utilise technology for events.

Topics covered

- Events operation management
- Events technology
- Design management
- Events sustainability

Module 5

Events Marketing

Learn about the communication function in event marketing, the role and implementation of sponsorships and how to compile a marketing strategy inclusive of various media.

Topics covered

- Events communication
- Sponsorships and fundraising
- Events marketing technology: Social media & Digital marketing
- Writing an event marketing plan

Module 6

Event Risk and Safety Management

Gain an understanding of the critical areas of risk management when organising or hosting events. You will learn about risk assessment, risk in functional areas, legislative requirements and control measures.

Topics covered

- Event risk management
- Event safety management
- Risk analysis and assessment
- Compliance management

How you will learn

Course duration:

- 6 months
- Maximum: 12 months

This course is delivered fully online

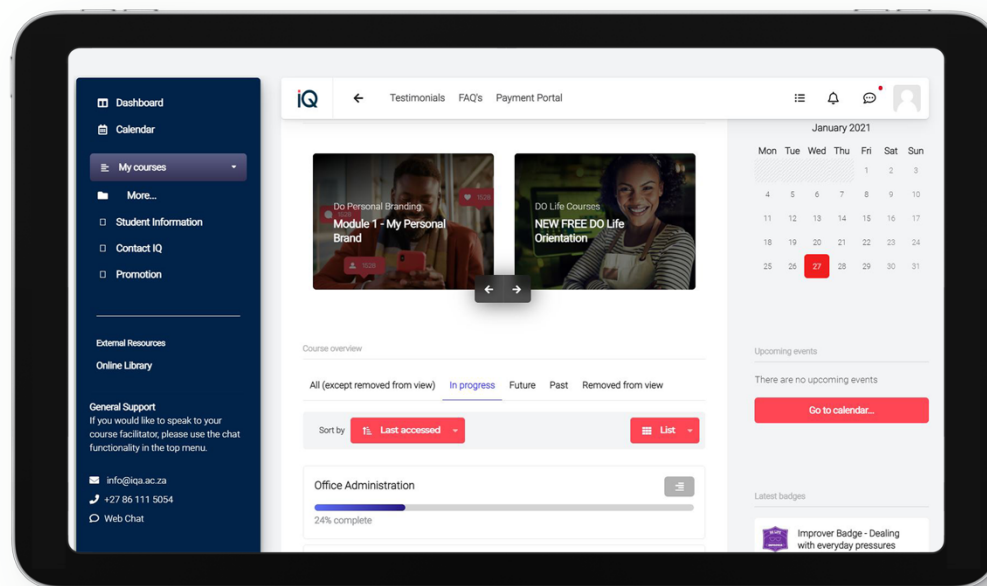
All course material is delivered online through our data-lite, student portal iCan which can be accessed from any internet connected device. Your Study Guide is also available in eBook format and can be downloaded for offline use.

During this course, you will have access to a Course Lecturer via iCan as well as administrative and technical support provided by our Student Experience and Support teams.

This course follows a teaching and learning plan where students are required to work through the online course materials according to the plan. The teaching and learning plan as well as the assignment due dates are made available to all students via the iCan Calendar.

iCan is designed to give you a truly innovative online experience that makes learning easy and interactive.

- Integrated programme calendar
- Receive reminders and announcements
- Online assessments and access to results
- Multimedia learning activities
- Easily connect with lecturers and fellow students
- Partake in discussion forums
- Manage your profile
- All accessible from your PC, smartphone or tablet!



Admission and selection criteria

Admission requirements:

- ✓ Grade 12 (standard 10) or NQF 4 equivalent
- ✓ At least 18 years of age
- ✓ Alternate admission is possible on basis of Mature Age Exception (23 years and older)

Technology requirements:

- ✓ A PC, Tablet or Smartphone
- ✓ Access to a reliable internet connection
- ✓ An active email account

Recommended:

- 1GB of data per month for online learning activities

Selection requirements:

- ✓ Ability to read and write in English, which is the language of instruction
- ✓ Students should also possess a basic level of digital literacy skills

How you will be assessed

For each module in a Short Course, students must complete various formative assessments and one end-of-module summative assessment. Formative and summative assessments are in the format of multiple-choice questions and/or short questions, based on the learning outcomes.

The assessment mix is 40% for the end of unit formative assessments and 60% for the end of module summative assessment, which are designed to assess knowledge, comprehension and application.

Students are required to complete all assessments in the course and obtain the minimum pass mark as communicated. All assessments are completed online via the iCan student portal.

Teaching and learning support for academic success

To support your study, you will have access to an expert course lecturer through various support channels and you will have the opportunity to interact with fellow students who are studying the same course as you.



What Certification you will receive

Upon successful completion of this course, you will be awarded an iQ Academy Short Course Certificate. Your certificate demonstrates that you have acquired industry-relevant skills which can enhance your promotional and employment opportunities.

Our Short Course curricula are developed by leading academics and experts in the field. All courses are internally quality assured and approved by iQ Academy's Academic Board. iQ Academy is registered with the Department of Higher Education and Training as a Private Higher Education Institution. Our Short Courses are institutional learning programmes and are non-credit bearing.

Certificates are issued in the students legal name. Students must meet the qualifying criteria in order to receive this certificate (obtain minimum pass mark, fully paid up student account and submission of required documentation).

Plus get access to free courses

As a value addition, each registered student has free access to our DO Life micro-course series, designed to boost everyday life skills. Exciting topics include money matters, careers, personal branding and many more, all available on iCan. Each completed micro-course is awarded a Certificate of Participation which can be added to your CV.

“Over 7,000 students have completed a course and 97% agree they proved useful and valuable!”

DO Life Survey

Course fees

Our course fees are updated each year, please visit our website for the latest fee structure. We offer flexible payment options to suit most working individuals. Fees can be paid in various monthly instalment plans or in full on enrolment.

Enrolment process



Step 1: Enquire

- Complete website contact form
- Speak to a Student Advisor
- Complete enrolment application



Step 2: Register

- Submit documentation
- Pay your fees
- Receive student number



Step 3: Start

- Access iCan
- Complete onboarding journey
- Engage with lecturer

Have questions? We are here to help

Get in touch with us

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