



University
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Corporate Education

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Events Planning & Implementation

Who Should Attend:

The target audience for this seminar is managers, supervisors, set designers, coordinators with responsibilities to plan events as well as persons interested in increasing their knowledge, skills and competencies in the area of planning and implementation.

Objectives:

At the end of this training seminar participants will be able to:

- Define roles and types of events
- Learn the important components of organization in event planning
- Understand the importance of budget preparation and financial controls
- Understand the importance of protocol procedures in planning
- Determine social, ethical, political and legal implications
- Acquire general information on risk factors and their treatment
- Make contingency preparation
- Coordinate support services during the planning process
- Acquire knowledge of various contracts, permits and rights issues
- Understand proper stage and production management
- Make the event an exceptional experience

Content:

- Introduction to Events Planning and Implementation
 - Roles and Qualities of the Event Planner
- Types of Event, Purpose and Objectives
- Organization
 - Importance, Components, Deterrents, Techniques
- Budget Preparation and Financial Controls
- Client Assessment
- Venue Selection and Liaison
- Corporate Event Management
 - Protocol Procedures
 - Social, Ethical, Political and Legal Implications
 - Coordinating Services, Suppliers and Contractors
 - Important "Rights" Issues
- Risk Management and Contingency
- Catering and Entertainment
- Advertising and Promotions
- Stage and Production Management
- Team De-briefing