

School of Leisure and Lifestyle

Programme Name: Short programme in Conference, Exhibition and Event Management

Full-time / Part-time: Full-time or Part-time

Description

The South African conference, event and exhibition industry is experiencing rapid growth. There is a significant demand for qualified people in these industries. The primary objective of this programme is to equip learners with the skills to plan, organize, implement, control and evaluate conferences, exhibitions and events. This programme focuses on theoretical instruction and practical application of theory within the industry.

This programme is suitable for business managers, public relations officers, conference staff, brand managers, marketing personnel or anyone who would like to improve their skills and knowledge on how to organize big events.

Admission Requirements

- A knowledge, comprehension and application of language and mathematics at NQF level 3/ Grade 11 or equivalent.
- Work experience in organizing meetings, events, functions or conferences of business would be an advantage.

Certification

On successful completion of the programme, the learner will receive a Damelin Short Programme Certificate in Conference, Exhibition and Event Management. This Damelin programme has been designed around industry needs and is non-credit bearing and is not aligned to the (NQF) National Qualification Framework.

Programme Outcomes

- Plan events, meetings or conferences
- Select, evaluate and deal with venues and hotels
- Research an industry and develop programmes
- Select and brief chairpersons, speakers and MC
- Prepare a budget to break even and calculate profit
- Learn presentation skills and the use of relevant equipment
- Plan exhibitions
- Assist exhibitors to successfully participate at exhibitions
- Demonstrate knowledge of risk

- management and insurance of events
- Demonstrate knowledge of how to organize events outside of South Africa
- Prepare and present client proposals
- Write a press release and promote events and conferences
- Demonstrate knowledge of logistics of the event on the day
- Debrief the client including assessment and feedback techniques

Programme Outline

Event Management

- Organize a social event.
- Produce a break-even budget, calculate profit and cost on a market-related basis.
- Draft a client proposal and produce a contract

Organising conferences & meetings

- Evaluate venues and decide on their suitability for any conference or event.
- Research an industry, approach and select chairpersons and speakers for a conference and know how to brief them.
- Verbally and visually present an event and conference proposal.
- Liaise with venue staff, discuss client requirements and select menus.
- Plan an event or conference and understand the basic principles of project management.
- Run the event/conference on the day including logistics and paperwork.

Exhibition Management

- Explain what is involved from both an organizer's and an exhibitor's perspective when planning an exhibition.
- Draft simple press releases and deal with the media
- Debrief clients on the success or problems encountered during the event or conference.
- Understand the risks involved in taking an event into Africa or overseas.
- Understand the needs of sponsors.
- Be aware of risk management and the types of insurance required.

Assessment

Learners will be required to complete formative and summative assessments.

Pricing

Enquire at your nearest Damelin campus for a current programme pricelist. This programme price includes all required textbooks.

Duration

The programme duration is **51 hours**. Damelin tuition is scheduled per campus. Some programmes are offered during the week, in the evenings or on Saturdays. Damelin campuses countrywide have updated schedules on their local programme

Further Studies:

Learners who have completed this short programme can articulate onto the Damelin Certificate in Conference, Exhibition and Events Management

About the School

The School of Leisure and Lifestyle offers full-time programmes in over six service-driven categories. The programmes are structured to promote a wide variety of career paths for learners in their chosen field. Learners are motivated and challenged to develop their abilities, skills and knowledge to a high standard. The range of programmes includes travel; field guiding, food and beverage management, professional cookery, cabin crew, golf directorship and club management, conference, exhibitions and events management. Refer to the prospectus for a full list of programmes offered.

Disclaimer

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