



SM023: Certificate in Festival and Event Management

Training Description:

The Certificate in Festival and Event Management is an intensive program designed to inform and inspire anyone involved in the business of creating, managing and developing festivals and events. It is a highly practical course full of ideas and examples to increase participant's knowledge and improve their events. It includes sessions on key tasks and challenges for festival and event organisers such as Marketing, Press, Programming, Evaluation, Sponsorship and Fundraising. The course content is based on the result of an extensive survey of event management professionals.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the theory and practice of event planning, promotion and implementation
- ✓ Identify the latest trend of marketing, public relations and sponsorship strategies that will help to optimise your events
- ✓ Develop an advanced knowledge and skills in human resources planning and management in event organization

Training Designed for:

This course is intended for event, communication and marketing professionals who need to improve their skills and knowledge about event organisation, planning and management such as; Festival Organisers, Conference/Meeting and Exhibition Planners, Public Event Officers/Coordinators and Managers and Sport Event Organisers as well as communications and marketing staff: Communication/Marketing Assistants, Coordinators and Managers that will be in charge for planning events for their company.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Introduction
- ❖ Festival and event introduction, planning and initiation
- ❖ Human resource management for festivals and events
- ❖ Designing and creating festival and event concepts and experiences
- ❖ **Workshop: devise an HR strategy for an event;** practical implementation of project management tools

DAY TWO:

- ❖ Festivals and Great Festival Destinations

- Understanding what makes outstanding festival destinations work and assessing how to make the most of your own festival environment
- ❖ **People and Partnerships**
 - Looks at how effective festival organisations manage themselves, their relationships with stakeholders and collaborations with partners
- ❖ **Programming**
 - The key to the success of any festival is the strength of the program. This session explores a number of successful programming approaches
- ❖ **Sponsorship and Fundraising**
 - This session considers how to approach sponsors and explores other ways of generating much needed income

DAY THREE:

- ❖ **Festivals, Tourism and Destination Branding**
 - This session considers how festivals can play a crucial role in raising the profile of a destination
- ❖ **Festival Marketing**
 - This session examines a number of successful marketing approaches adopted by leading festivals
- ❖ **Venues and Festival Infrastructure**
 - This session considers how to make the most of the venues available to your festival and the infrastructure required to run festivals successfully

DAY FOUR:

- ❖ **Working with the Media**
 - Every festival needs good press coverage and this session considers how best to achieve this aim
- ❖ **Festivals – Impact and Evaluation**
 - This session considers how festivals should look to maximise and evaluate their impact economically, socially and culturally.
- ❖ Festival and event financial and risk management, control and evaluation

DAY FIVE:

- ❖ Financial management for festivals and events
- ❖ Festival and event safety and security
- ❖ Workshop: produce a risk management plan; examine event budgets
- ❖ Course Conclusion
- ❖ POST-TEST and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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