

## CERTIFICATE IN EVENTS MANAGEMENT

FOR ANYONE WHO IS PASSIONATE ABOUT ALL  
THINGS EVENT!

**ESSENTIAL 21<sup>ST</sup> CENTURY LEADERSHIP SKILLS**



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**UPSKILL GUYANA**



**NATIONS SCHOOL  
OF BUSINESS &  
MANAGEMENT**

## ABOUT THE COURSE

This course helps you to develop the knowledge needed for events planning. It covers marketing, budgeting, human resource planning, venue selection and many other vital topics.

## WHY CHOOSE THIS COURSE?

By studying events management, you will learn skills that won't just help you succeed in this particular career path but will set you up with a whole host of transferrable skills and experiences, such as handling budgets, running marketing campaigns, and managing people and logistics.

## WHAT WILL I LEARN?

You will learn about setting goals and objectives, establishing your budget, building your team, venue types and choices, event branding, planning your programme, seeking out your sponsors, speakers etc. using tech tools, creating your marketing and promotional plan and measuring your success.

### COST

\$36,000.00

### DURATION

18 Hours

Inhouse Training is available and can be tailored to suit your organisation's training needs.

### CERTIFICATION

Successful learners will be awarded an ABMA certificate of completion. ABMA is an Awarding Organization based in the UK offering OFQUAL Regulated and Professional qualifications in the UK and internationally.

