



UNIVERSITY OF  
KWAZULU-NATAL™  
INYUVESI  
YAKWAZULU-NATALI

**EXTENDED  
LEARNING**

## Events Management



Durban

OUR WORLD IS CHANGING... SHOULDN'T YOU?



# Events Management

## Programme overview & objectives:

The events industry can serve as a catalyst for economic growth and an opportunity for alternative income to boost the GDP of a region. The events industry is growing with "professionals" offering services as event organisers, wedding planners, and party planners. While a special set of skills is required to be a successful events manager, it is near impossible to find a suitably experienced events manager with formal a qualification in events management.

This programme will focus on the professional development of events managers in order to ensure seamless execution of any type of event, within various environments and industries. This will contribute to the indispensable skillset required in preparation for large international events.

## How you will benefit. You will learn to:

- Demonstrate practical knowledge of designing, planning and coordinating an event for a given context
- Utilise research tools (conduct research based on the design and planning of an event)
- Evaluate the success of an event
- Demonstrate practical knowledge of logistics in events management
- Demonstrate practical knowledge of liaising with contracting parties within the event management sector
- Demonstrate an understanding of sponsorships and corporate social investment
- Apply basic financial principles

## Key focus areas:

- Research and development
- Designing your event
- Planning your event
- Executing your event
- Evaluation of your event

## Who should attend:

Participants will be drawn from government sectors and the tourism and hospitality industry amongst others. Others will include participants who intend working as an events manager, or will be organising an event in the future.

## Entrance requirements:

Matric minimum qualification or NQF4 equivalent qualification

## Programme fee:

The programme fee of R12 250 (incl. VAT) covers tuition, instruction material, lunches and refreshments

## Facilitators include:



### Michelle Deonarain

Michelle is currently an IIE (Independent Institute of Education) approved lecturer at a private college based in Durban, South Africa. She has also lectured at the Durban University of Technology in 2014 and 2015. Her expertise lies in tourism and tourism based subjects, events managements and business communication. Michelle is currently putting in the finishing touches to her dissertation towards her Master Degree in Tourism and Hospitality. She is also the Director at High Tea Tie Tea, an exclusive and sophisticated high tea events company.



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UKZN Extended Learning (UEL) is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.

## Duration:

Five Days

## Dates:

For updated course dates, please contact us or see our website: [www.ukznextendedlearning.com](http://www.ukznextendedlearning.com)

## Contact:

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