

How to enrol:

Email us: ref@voncaprecruitment.co.uk

Phone us: 01803 422082

Visit our website: www.voncap.co.uk/distance-learning-courses

EVENT PLANNING

Level 2 Certificate

Distance Learning

Awarding

Body:
TQUK

Course length:

120 Hours

Mode of study:

Online materials
Online assessments



Course Content

Unit 1: Planning an event

- Section 1: The extent of the events industry
- Section 2: The scope of the event planner role
- Section 3: Planning an event
- Section 4: Planning for contingencies
- Section 5: The need for health, safety and security measures

Unit 2: Reviewing and evaluating an event

- Section 1: The importance of review and evaluation
- Section 2: The sources of information available for evaluating an event
- Section 3: The range of tools available for event evaluation
- Section 4: Planning the evaluation of an event

Unit 3: Marketing and market research for event planning

- Section 1: Understand why market research is important
- Section 2: The methods and resources available for marketing
- Section 3: Planning the marketing of an event

Unit 4: Planning human resources for events

- Section 1: Understand how an event is managed
- Section 2: Understand the team which contribute to an event
- Section 3: Understand the human resource requirements for an event

Unit 5: Communication and customer service for events

- Section 1: Understand the importance of communication at events
- Section 2: Understand equality and diversity in relation to events
- Section 3: Understand why customer service is important at an event
- Section 4: Produce guidance on expected standards of customer service for staff use



Details:

This qualification will introduce you to the skills that are required to plan, organise and evaluate events by developing their knowledge and understanding. Areas covered include marketing methods and resources, market research, human resources, communication and customer service relevant to events.

