



INTERNATIONAL  
HOTEL SCHOOL  
SHORT COURSES

# Conference and Events Management



## ADMISSION REQUIREMENTS

You must be 16 years  
or older.



## DURATION

5-10 hours per week,  
10 weeks



## CERTIFICATION

IHS Short course  
certificate

## Introduction

Although it does take plenty of creativity to design an event that is memorable and meaningful, it also takes careful attention to detail, adaptability, effective delegating, and a lot of work. This self-paced course will walk you through the process of event management, from the beginning stages of planning, to the final touches (like decorations, food, and music). While this course is specifically for corporate event planning, the elements here can also be applied to more personal event planning. Essentially, we'll be creating an effective and well planned design that is ready for implementation and can be used over and over again.

## What will I learn?

- Event planning essentials
- Budgeting basics and managing contracts
- Using the committee approach
- Connecting with partners and sponsors
- Advertising and marketing
- Selecting the venue
- Feeding the masses and business etiquette
- Celebrating diversity
- Selecting speakers and a master of ceremonies
- Adding the finishing touches
- Event day roles
- Closing the event and gathering feedback