



THE  
Event School  
LONDON

# CERTIFICATE IN EVENT MANAGEMENT

**PART-TIME VIRTUAL COURSE**  
**SHORT COURSE IN LONDON**

The Certificate Programme is an intensive foundation course aimed at providing the skills and knowledge needed to plan events from start to finish. It's ideal for those looking to ensure they are applying industry standards and practices and maximising their event planning effectiveness.

**BOOK  
ONLINE  
NOW!**

[www.eventschool.london](http://www.eventschool.london)

## COURSE SUMMARY

Choose Event Management for a career where no two days are the same. If you love organising people and logistics, have good planning skills, excel at problem solving and love variety and creativity in your work, then a career in event management is ideal for you.

Our Certificate Course provides the knowledge you need to plan and deliver an event from start to finish and kick-start your career in events.

Our comprehensive introduction to event planning.

Learn how to plan events from start to finish.

*Equipping you for  
a career in events*

## STUDY OPTIONS

### LIVE ONLINE CLASSES

Morning Classes

Afternoon Classes

Evening Classes

Accelerated Course

### LONDON COURSES

5-Day Short Course

## QUALIFICATION

Certificate in Event Management

Awarded by The Event School London

CPD Certified

## ANY QUESTIONS?

Contact us with any queries

Email: [info@eventschool.london](mailto:info@eventschool.london)

Office: +44 (0) 203 239 0950

WhatsApp: +44 (0) 7305 309 950





## COURSE CONTENT MODULES & TOPICS



*Shaping the leaders of  
tomorrow's events.*



### THE EVENT INDUSTRY

- The role of an event manager
- Working conditions and work ethics
- Aptitude for event planning
- Developing and updating event industry knowledge and skills
- Event associations and organisations
- Finding and progressing in event management careers
- Event industry trends

### EVENT LEGALITIES, WHS AND RISK ASSESSMENT

- Identifying & understand legalities and permissions
- Health and safety considerations
- Contingency planning for events
- Preparing risk assessments for events

### VENUES AND LOCATIONS

- Conducting venue research
- Securing venues and locations
- Attending venue viewings
- Hall and room set up options

### COORDINATING EVENT SERVICES AND SUPPLIERS

- Identified required resources
- Types of event suppliers
- Working with checklists
- Sourcing and selecting suppliers
- Coordinating and monitoring supplier activities
- Basics of contracting

### EVENT COORDINATION AND PLANNING

- Setting event dates
- Creating event timelines
- Developing Itineraries
- Event project management systems
- Developing and managing budgets
- Event managers responsibilities during:
  - Event build-up
  - Event delivery - your role "on-the-day"
  - Event break-down
  - Post event activities

*Our courses encourage excellence from a strong foundation of industry knowledge and expertise.*



**COURSE CONTENT  
MODULES & TOPICS  
CONTINUED**



## **EVENT EVALUATION**

- Measuring event success
- Capturing customer satisfaction

## **VIRTUAL ONLINE EVENTS & EVENT TECHNOLOGY**

### *Virtual Online Events*

- Planning online virtual events
- Promoting online events
- Delivering online events

### *Event Technology*

- Event management software & platforms
- Technology for event delivery

## **RELATIONSHIP MANAGEMENT**

- Working with clients
- Effective communication

## **INTRODUCTION TO EVENT SUSTAINABILITY**

- What is event sustainability?
- Building a sustainable event policy
- Trends in event sustainability



## IDEAL FOR LEARNERS WHO

Prefer live teaching in face-to-face or virtual teaching environments

Want the opportunity for interaction and discussion.

Will benefit from personalised guidance and mentoring from our event industry specialist trainers.

Appreciate the ability to ask questions and receive answers during real-time classes.



## THIS LEVEL COURSE IS IDEAL FOR THOSE WHO

Require the foundation skills needed to enter and/or progress in the event industry.

Are looking for career change and want to build on existing transferable skills.

Want to explore the role of an event manager and understand the opportunities that exist in the event industry

Would like to gain a range of event planning skills to broaden their opportunities.

Wish to add British certification to their resume or portfolio.



*Who should do this course?*

# LONDON COURSE



Face-to-face teaching



Assessment - Event Planning Research Project



Small class sizes



Closest Station  
Custom House on the Elizabeth Line



Venues on the  
ExCel London  
campus



Need Accommodation?  
On-site hotels to suit a  
range of budgets.



## £1,350

### \*COURSE FEES

Fees include registration,  
tuition, assessment and  
certification.

\*Dates, fees, content and inclusions are  
subject to change. Please check our website  
for the most up to date information

### SHORT COURSE



5 Days  
Monday to Friday



10.00am-4.00pm



Each February,  
July and November

With so much  
time now spent  
online, many of  
our participants  
prefer an  
'in-real life'  
learning  
experience.

That's why we  
offer a short  
course option  
in London.

*London!*



# LONDON

SMALL CLASS SIZES, SITE TOURS, INTERACTIVE AND ENGAGING

# LONDON COURSE HIGHLIGHTS

## EVENT INDUSTRY ENVIRONMENT

Our host training venues are located on the ExCeL London campus. Venues include CentreEd at ExCeL and quality conference and meeting facilities at ExCeL's on-site hotels. E.g. Novotel ExCeL, Aloft ExCeL and Good Hotel

## SITE TOURS

Our London courses include site tours to prominent event venues and London's event scene becomes our extended campus. Past site visits included:

- Tower Bridge Events
- Spencer House
- Caledonian Club
- Ritz London, Savoy & Claridges
- ExCeL London
- Cutty Sark & Queens House
- Sunborn Yacht Hotel
- The Orangery Kensington Palace
- London Stadium
- Wembley
- Wimbledon
- The Crystal Eco-Venue
- Sheraton Grand Park Lane



## A LEADING DESTINATION FOR EVENTS

Study in one of the world's most famous cities. London is renowned for staging amazing commercial, cultural, trade and consumer events including the London 2012 Olympics, World Travel Market, ComicCon, Hyde Park Christmas Fair, Taste London, Lumiere London, CONFEX and FormulaE.

*Contact us with any questions or queries about learning in London*



# ONLINE



We understand people with busy schedules still value learning with a 'live' expert.

That's why we offer a virtual, **'LIVE ONLINE'** study option.

Plan around your schedule with a choice of either Morning, Afternoon or Evening 'live' classes.

\*Dates, fees, content and inclusions are subject to change. Please check our website for the most up to date information

## ONLINE COURSES



1 class p/wk for 8 wks or  
2 classes p/wk for 4 wks



Morning, afternoon  
or evening classes



Taught live by our  
industry specialists



Assessment - Event  
Planning Research Project



Maximum 8 participants

**£875**

\*COURSE FEES

## *In Virtual Classrooms*



Regular Start Dates



Amongst the Highest  
Completion Rates for  
Online Training



Session options to suit a  
range of work patterns or  
time zones



Join our Alumni  
Group for industry  
updates,  
volunteering  
options, work  
experience and job  
alerts



Interactive and  
engaging delivery



## ONLINE COURSE HIGHLIGHTS

With our live-classes, delivered through video-conferencing, connect and interact with your course trainer and classmates from all around the globe, creating a vibrant and dynamic learning community.

### ONLINE LEARNING WITH LIVE EXPERTS

Our virtual online courses provide the opportunity to work with experienced trainers who can guide and advise you on achieving your professional goals.

### BENEFITS OF LIVE 'ONLINE CLASSES

- Live Online Classes
- Taught by Industry Specialists
- Taught in real-time so you can participate in live Q&As and discussions
- Small class sizes mean you won't become lost in a sea of onscreen faces!
- The same Content and Certification as our London courses
- Industry speakers add different perspectives and build your network



Contact us with any questions or queries about learning online

## TESTIMONIALS

Our student feedback is consistently "excellent"!

For our London courses, that's down to the insights gained on site tours and the calibre of our Course Lecturers, who work hard to make their London classroom environments engaging and interactive.

Our Virtual Courses also receive excellent feedback. Many participants tell us that due to the activities and dynamism of live classes, and being able to interact with classmates and teachers, they felt just like they were in "real" classrooms and loved their virtual experience.



HEAR FROM STUDENTS

"I think our teacher Nick is excellent and has passed on a lot of knowledge to us. Positive experience with professional people from the event industry. Learning and working with a nicely proven time in London."

Luka, Croatia

"Karla was amazing in supporting me and focusing in the points that I need to reinforce. She shared with me a lot of ideas and proposals. By doing live classes, we are more committed to the course, sharing the experience with the trainer and having interaction!"

Hadia, Qatar

James was a fantastic Facilitator. He interacted with us as a group and gave everyone a chance to talk and provide their view. And the quality of the specialist speakers was excellent. It has been the experience of a lifetime.

Megan, Australia

"Vicki is an excellent trainer and really understands how people learn. She adapts her course content to the delegates which is great"

Linda, UK



*What our students say*





## PAYMENT PLANS

Visit our [Payment Plan](#) page to learn about payment plan option for part-time courses



## ELIGIBLE UK RESIDENTS

Eligible UK residents may be able to spread the cost of their certificate course fees over up to 6 months.

Check your eligibility and find out more.



[LEARN MORE](#)

*Finance  
Options*





Nearest station:  
Custom House on the  
Elizabeth Line or DLR

10 minutes by taxi from  
London City Airport or 43  
minutes by train from  
Heathrow

Parking available on site  
at a daily fee

*How to Get to ExCeL*

## VENUES

We use a selection of venues  
on the ExCeL London campus,  
one of Europe's premiere  
event destinations.

Location: ExCeL London, Royal  
Victoria Dock, London E16 1XL



## ACCOMMODATION

Accommodation is available  
in a range of on-site hotels

Accommodation arrangements  
are the responsibility of  
course participants

*Find accommodation in London*

## THE EVENT SCHOOL LONDON ON YOUTUBE

Why not check out our YouTube Channel where you can find the latest news, interviews with Industry Experts, our Team and our Graduates and glimpses of life with us behind-the-scenes.



## GALLERY

We love creating relevant, contemporary, interactive learning and life experiences...both in London and in our Virtual Classrooms. And we love sharing them with you in our galleries.

This is life with students from as close as London, to as far away as Europe, Australia, Africa, Egypt, Brazil, Turkey, Saudi Arabia, India, Bahrain, Canada, Qatar, Puerto Rico, the UAE and The Philippines!

Site Tours bring Theory to Life on The Event School London's ...



Our London Students Love Site Tours!



## PARTNERSHIPS & MEMBERSHIPS



\* Dates, Fees, Content and Inclusions are subject to change.  
Please check our website for the most up-to-date information.

Book now using the links below or  
contact us via email/telephone to  
find out more and secure your place.

# Get started today

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BOOK NOW



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