



COURSE STRUCTURE FOR
THE EVENT MANAGEMENT CERTIFICATE PROGRAMME
IN TOBAGO

CORE COURSES

- 1 CWEP 501-00- BEST PRACTICES IN EVENT MANAGEMENT
- 2 CWEP 502-00- EVENT CO-ORDINATION
- 3 CWEP 503-00- EVENT MARKETING
- 4 CWEP 504-00- RISK MANAGEMENT: - FINANCIAL, LEGAL AND ETHICAL SAFEGUARDS

ELECTIVE COURSES

- 1 CWEP 505-00- MEETINGS AND CONFERENCES
- 2 CWEP 506-00- CORPORATE EVENT MANAGEMENT
- 3 CWEP 508-00- STARTING GROWING AND MANAGING AN EVENT BUSINESS
- 4 CWEP 545-00- EVENT PROTOCOL
- 5 CWEP 507-00- SPORT EVENT MARKETING AND MANAGEMENT
- 6 CWEP 546-00- EVENT ENTERTAINMENT AND PRODUCTION
- 7 CWEP 513-00- EXPOSITION / TRADE SHOW PLANNING, MANAGEMENT AND MARKETING
- 8 CWEP 555-00 - EVENT SPONSORSHIP AND FUNDRAISING



CERTIFICATE REQUIREMENTS

To earn the certificate in event management from the George Washington University - School of Business and Public Management you must (submit an application form from the Lok Jack GSB) and complete: -

- Four core courses and three electives, the practicum time and the professional portfolio in two years
- 100 hours of practicum experience with one or more event management organisations / practitioners
- A professional portfolio that documents an actual event you have managed or helped co-ordinate. Guidance and written instructions will be provided to help.

A passing score of 75 is required in the multiple-choice section. The exam format is similar to the format of the certified special events professional examination and serves as a reliable test preparation instrument. An **Eighty percent (80%)** class attendance is mandatory to complete each module.

ENTRY REQUIREMENT

Participants should possess at least 2 A' level passes or should have at least 2 years working experience in a related field.

Two letters of references is to be submitted for persons with experience in the field only.



WHO SHOULD ENROLL?

- Those whose professional responsibilities include coordinating meetings, conferences, expositions, fairs, festivals, social programs, reunions, fundraisers, and sport functions or other types of events.
- Those requiring Event Management education to obtain an entry-level position or to seek professional enhancement and job promotion opportunities.
- Those considering a career change, desiring a comprehensive introduction to the field of Event Management, or seeking the credentials needed to assist with future employment opportunities.
- Those employed in a related field, such as lighting, sound, audio/visual, décor, catering, and entertainment.

CLASSES

VENUE: Ministry of Works Lecture Room TOBAGO

TIME: 8:30am – 4:00 pm

DAYS: Saturdays Only

MODULE DURATION: 2 EIGHT-HOUR SESSIONS WITH 12 CONTACT HOURS PER MODULE,

PAYMENTS: CASH PAYMENT OR CHEQUES PAYABLE TO LOK JACK GRADUATE SCHOOL OF BUSINESS, ALL PAYMENTS MUST BE MADE AT LEAST SEVEN (7) DAYS BEFORE THE START DATE OF THE PROGRAMME

COST STRUCTURE: Tuition Fees TT\$26,950.00
Full course
(7 modules)

Individual Modules: TT\$3,850.00

NB*

1. Gate will apply to citizens of Trinidad and Tobago doing the entire Event Management Programme with full tuition ONLY.
2. A copy of your birth certificate and passport is to be submitted with your application form.
3. A registration fee of \$500.00 (non-refundable).



I will be available to address any additional questions and to guide participants through the process.

For registration and further information, please contact the following persons:

Contacts:

e-mail - eventsmanagement@gsb.tt

Tel # 645 - 6700 / 662-9894-5

- Jamie Kendall (ext. – 155)
- Avalaughn Huggins (ext. – 343)



Certificate in Event Management

Core Courses

CWEP 501-00- Best Practices in Event Management

This course addresses major trends and successful business practices in Event Management today to provide the knowledge and tools to improve your effectiveness and profitability as an event manager.

Learn How To:

- Structure and manage an event planning schedule to improve profitability
- Conduct comprehensive needs assessment and feasibility studies
- Identify and prioritise event goals and objectives

In Addition You Will:

- Identify all potential challenges to a successful event and choose appropriate solutions by using efficient planning scenarios
- Conduct mid – and post – event evaluations
- Create and present proposals and agreements that are beneficial to all parties of an event
- Appreciate the rewards of being in the Event Management profession



CWEP 502-00- Event Co-ordination

This course covers the nuts and bolts of successfully co-ordinating a professional event.

Learn How To:

- Develop creative activities and properly sequence them at events
- Develop and implement a site plan and conduct a thorough site inspection
- Create themed events
- Understand the Americans with Disabilities Act (ADA) and its implications for event co-ordination
- Analyse and implement professional registration

CWEP 503-00- Event Marketing

This course examines how to use events to promote products, services and causes, and how to promote events themselves.

Learn How To:

- Identify and develop a promotional strategy, including the event proposal, invitations, advertising, publicity, contests, promotional merchandise, sales promotions, packaging, and even personal appearances
- Distinguish the relative strengths of print, electronic, and other advertising media
- Analyse, establish, and implement a public relations strategy using video and audio news releases as well as many other new tools
- Formulate an effective event sponsorship programme
- Conduct market research prior to the event
- Create a comprehensive marketing / sales measurement methodology



CWEP 504-00- Risk Management: Financial, Legal, and Ethical Safeguards

This course thoroughly and systematically covers potential threats to your events. As the final core course, this practical approach to risk management ensures that you understand and use every possible safeguard to produce safe and successful events.

Learn How To:

- Create a solid budget for your event
- Develop a forecasting method to identify future income and expense
- Establish a comprehensive chart of financial accounts
- Comply with established accounting procedures
- Negotiate contracts and agreements effectively
- Comply with health, safety, and security regulations and conduct safety meetings
- Conduct a thorough risk assessment for every event
- Understand and comply with music licensing requirements
- Understand and comply with copyright, trademark, and service mark protection requirements
- Explore the importance of ethical practices within the special events industry



Elective Courses

CWEP 505-00- Meetings and Conferences

Basically every organisation from trade associations to government agencies regularly holds large and small meetings. This course provides the basic tools to successfully plan and manage local, national, and international meetings and conferences. Course information covers the basic competencies tested in the Certified Meeting Professional (CMP) examination.

Learn How To:

- Conduct thorough pre-event planning
- Identify an appropriate site and perform comprehensive site inspections
- Develop, analyse, and project a budget
- Implement marketing strategies, including list documents, brochure design, mailing cost reduction, and creative marketing
- Comply with legal requirements, including those specified by the Americans with Disabilities Act (ADA) and other key laws
- Recruit and train volunteers and staff for maximum performance
- Evaluate the effectiveness of an event



CWEP 506-00- Corporate Event Management

Review the most successful techniques for managing, training, sales promotion, staff meeting, and other corporate events. Learn how to stay within a budget, yet produce events with creative flair.

Learn How To:

- Integrate corporate events within the overall communication strategy of the company
- Assess, inspect, and / or design sites for corporate events
- Get significant results from small corporate meetings
- Orchestrate large national and international events
- Produce successful awards and recognition events
- Use unique and specific events to bolster corporate morale
- Design and effectively manage major corporate hallmark events, such as anniversaries and ground-breaking ceremonies
- Develop and implement record-breaking corporate sales events
- Improve corporate hospitality
- Negotiate to get the best return on investment (ROI) for your organisation
- Reduce event costs and document the savings for your annual review
- Demonstrate the added value of your corporate events as a means of receiving an increased budget and other support in the future
- Identify and pursue career opportunities in this expanding field



CWEP 507-00- Sport Event Marketing and Management

Sport Event marketing is a fast growing area that requires professional management skills. This course covers promoting and managing large and small sporting events, covering everything from event logistics to sponsorship to successful marketing.

Learn How To:

- Identify the key sport event stakeholders: athletes, participants, sponsors, spectators and media partners
- Develop, execute, and evaluate a sponsorship programme
- Implement systems for marketing, television and radio rights, signs, event advertising, and use of the event logo
- Develop and implement a food and beverage service and hospitality programme
- Develop logistics and operational plans for all levels of sport events
- Analyse and prevent risks at sport events
- Understand the role that volunteers play and develop strategies for recruiting, training, managing, and recognising them
- Plan admission procedures for sports events
- Work with official sanctioning bodies to ensure compliance with protocol, traditions, and regulations
- Design, plan, manage, and evaluate awards ceremonies
- Construct an effective evaluation programme



CWEP 508-00- Starting, Growing, and Managing an Event Business

This course covers the practical skills needed to launch, operate, and grow a successful Event Managing business. Learn how to develop a business plan, manage finances, market, and approach Events Management as a profit-making business. Case studies will cover everything from start-up capital to managing employees.

Learn How To:

- Discover the five forces that drive profitability
- Apply the best practices of successful companies in Event Management
- Develop an effective marketing strategy for new clients and to serve existing accounts
- Identify sources of financing
- Perform market research
- Avoid cash flow problems that are the downfall of many profitable businesses
- Use break-even and bottom-up analysis to make important decisions



CWEP 513-00- Exposition / Trade Show Planning, Management and Marketing

This course helps you understand the growing role of expositions and trade shows in the marketing and sales process, both in Trinidad and Tobago and internationally. It provides practical information for designing and managing projects from a trade show exhibit to planning and co-ordinating an entire exposition.

Learn How To:

- Use research to target the exhibit or exposition to primary and secondary markets
- Identify resources including designers and general service contractors
- Negotiate successful vendor contracts
- Develop a thorough and comprehensive marketing strategy and measure results
- Incorporate promotional activities that enhance marketing efforts
- Prepare sales and exhibitor communications
- Use commercial sponsorship to decrease operating expenses
- Evaluate overall effectiveness through proven measurement tools.



CWEP 545-00- Event Protocol

This course will provide a solid foundation in the complexities of domestic and international protocol. It will equip students with the necessary resources to research protocol issues and the skills to design and implement a protocol plan to support a special event, meeting or conference.

Learn How To:

- Identify resources to answer your protocol
- Avoid inaccuracies in protocol that may result in embarrassing situations.
- Build your confidence in making decisions about event protocol issues
- Prepare a protocol plan
- Advise colleagues on inappropriate etiquette and protocol
- Make your guests feel welcome and respected
- Learn and understand the rules and traditions of protocol and etiquette



CWEP 546-00- Event Entertainment and Production

This course will demonstrate to the perspective meeting or event professional the efficient and productive use of music, entertainment and production management in their meetings and events.

Learn How To:

- Recognise that entertainment represents a large economy
- Identify job opportunities in the event entertainment and production fields
- Develop and know how to carry out a plan through strategic preparation for event production and entertainment
- "Observe" the effects of the plan by viewing actual Contract and Rider requirements
- Familiarise yourselves with various tools for measurement of Return on Event Entertainment
- Know the differences between agents, managers and entertainment companies and how they interact with headline entertainment
- Create a crises mitigation plan
- Familiarise yourselves with the legalities of music licensing



CWEP 555 - Event Sponsorship and Fundraising

This course provides you with a comprehensive plan for identifying, evaluating, soliciting, selling, managing, and coordinating long-term sponsorship deals. Discover the art and science of effective fundraising. Explore what the experts know works in this highly competitive field, from managing the event, to overseeing staff and volunteers, to maximizing gifts and contributions.

Learn How To:

- Conduct a comprehensive sponsorship needs-assessment and feasibility study, craft a complete strategic plan.
- Identify qualified prospective sponsors, create attractive sponsorship proposal and develop effective and realistic financial plan for increasing sponsorship revenue.
- Comply with laws governing sponsorship solicitation
- Identify appropriate fundraising events for your organization and develop strategies for a successful fundraising event
- Develop events such as silent auctions and raffles
- Develop an easy system for monitoring and improving event sponsorship services
- Systemize the fundraising event for annual recurrence
- Improve the financial yield from existing fundraising events
- Appreciate the rewards of being in the Event Management profession