Level 2 Certificate in Event Planning (Online)

Ofsted Outstanding Provider

Course Level: Level 2

Campus: Newcastle

Subject Type: Accounting, Business, Travel & Legal

Course Overview:

Do you have a passion for events? This course will introduce learners to the skills that are required to plan, organise and evaluate events by developing their knowledge and understanding.

What's Covered:

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

During this online course, you will study the following units:

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 tool 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

Entry Requirements:

There are no formal entry requirements for this course, however you should have a good level of reading and writing skills.

Assessment Information:

The course consists of a number modules delivered online through the skills network platform, therefore laptop / tablet and internet connectivity is essential.

Fees and Financial Support:

This course is FREE to adult learners aged 19+ who have been a UK/EU Resident for 3 years or more.

Progression:

Learners could progress on to the Level 3 Customer Service qualification of potentially an Access to HE or HNC Business route.

How do I find out more?

Please contact Kate Curtis by emailing kdate.curtis@nscg.ac.uk for further information