



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	PROFESSIONAL EVENT MANAGEMENT
Date	23 & 24 July, 2018
Region	Western Cape
Venue	The Bureaux Black, 100 Beach Road, Nautica Building
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Creating a memorable event, takes a great deal of planning and skill, as well as co-ordination, teamwork and imaginative thinking.

This workshop focuses on a range of event management issues including strategic alignment with business objectives, operational planning and implementation, event risk management, as well as event evaluation and measurement.



The aim is to equip delegates with the skills to plan, implement and manage events from both a strategic and a tactical perspective.

Questions will be answered on how to align events to the vision and the business objectives of the organisation and how to ensure a return on investment. Case studies will be used as illustrations.

Who should attend

- Anyone who wishes to plan and implement professional and effective events
- The programme covers event management from planning to implementation inclusive of risk management

Outcomes of the workshop

At the end of this workshop you will be able to:

- Align events to the organisation's objectives
- Integrate your events in your communication strategies
- Develop risk management plans

- Manage and quality assure your project
- Identify and manage your event logistics
- Manage the event budget
- Plan the communication and marketing campaign for the event
- Assess and evaluate the event

Benefits for the practising professional:

- Better understanding of public relations and communication management applications in the workplace
- More efficiency in handling event management issues for the organisation
- Knowledge to handle important, but seemingly routine communication tasks
- Be better prepared to deal with issues and crises
- Capable of measuring and evaluating an event's success

Benefits for employers:

As a result of having employees participate in the CPD programmes, employers can expect:

- A substantial reduction in expected training time, hence the cost per employee for training is reduced
- More highly motivated and self-confident employees
- Increased productivity and effectiveness
- Fewer problems and enhanced employee loyalty
- Increased skill and confidence of the employee along with enhanced skills, thus improving competitiveness
- Return on investment as far as events are concerned Online reputation management and proactively mitigating reputational risks, social media backlashes and other potential online crises
- Reflecting on case studies in best practise, both locally and internationally.

About the facilitator

Alice King is an accomplished Public Relations Practitioner and Communications professional with over 15 years of experience in the industry. She has developed strategic communication plans, managed special projects and events, as well as hosting of other communications activities. Alice is an Accredited Public Relations Practitioner (APR) and member of the Public Relations Institute of South Africa (PRISA).

Alice is a competent Facilitator and Assessor, having ETDQA (Education Training and Quality Assurance) endorsement. She was also awarded a Competent Communicator certificate by Toastmasters International.



Her career experience includes Marketing and Communications portfolios in tourism, transport, water and healthcare sectors. As a communications strategist Alice participates in various conferences and she provides training in communication and customer care. She has also operated on a freelance basis and as a consultant has provided strategic communication and public relations services to clients and helped them with branding and special events. Alice provides services as an image consultant to individuals and corporates.

Formal training in Project Management has provided her with a solid foundation for her lead role in the Events that she has managed, as well as Stakeholder Engagement and Special Projects. Her Stakeholder Management involvement and experience covers a broad spectrum and she has had extensive engagement in government liaison and crisis communication which includes media management and taking on the role of spokesperson.

In her current portfolio as Manager; Doctor Relations in the private health sector, she manages a broad range of Public Relations & Marketing functions which include Referral Management, Practice Establishment & Development, Doctor Recruitment, Stakeholder Management and Events Management. She facilitates communication and has also created an online social media discussion group for doctors and healthcare practitioners.

Her qualifications include a Public Relations Certificate from Damelin (PRISA), Postgraduate Certificate in Management Studies from MANCOSA (BCUC – Buckinghamshire Chilterns University College and Certificate in Image Consulting. She also holds a Project Management Diploma from Varsity College School of Business.

Alice is actively involved in Community Outreach with a focus on disadvantaged communities. She has undertaken fundraising projects, sourced donations and sponsorships and has also organized Health Awareness Campaigns for such communities and provided support in the setting up of a resource centre.

Duration:	2 days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

***Early bird: Book and pay before 23 June 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262