



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>PROFESSIONAL EVENT MANAGEMENT</b>
Date	<b>17 &amp; 18 October, 2018</b>
Region	Limpopo
Venue	Limpopo Guest Manor
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**

**Victor Sibeko** is a Chartered Public Relations Practitioner (CPRP); Fellow of the Public Relations Institute of Southern Africa (FPRISA) and recently bestowed Ambassador-at-Large. As a former president of PRISA, he served for several years in the presidency. Prior to his presidency he served in various committees including the PRISA Council responsible for the profession's code of conduct and ethics as well as practice standards. A sought-after speaker on various strategic management subject matters. He has spoken at conferences within Southern Africa, and abroad.

He is an astute entrepreneur and freelance consultant and Public Relations & Communication Management professional. Sibeko is enthusiastic about strategic management and has established himself as an accomplished public relations professional, lecturer for ProVox Centre for Public Relations & Communication Management students and corporate training. He also facilitates PRISA CPD workshops. Sibeko's professional goals include continuous growth in leadership and strategic

management. He aspires to develop real world class solutions for real world class challenges in public relations and communication management. He has a wealth of experience in diverse organisations, worked for both private sector and state owned enterprises.

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



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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 18 September 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](mailto:annah@prisa.co.za) or 011 326 1262