

MAIC

MAHSA AVENUE
INTERNATIONAL COLLEGE

Masterclass





EVENT-MANAGEMENT ESSENTIALS

INTRODUCTION

Event management is a combination of the technical and artistic talents required to create and deliver any life experience: weddings, athletics events, festivals, meetings, or conferences. It involves the practice of employing organisational and business management abilities to plan, envision, and execute business and social events.

Gaining both knowledge and skills is important in becoming effective professionals in the event business. In order to nurture innovative, versatile and confident businesses and individuals for the dynamic and complex social and business environment, event management is a necessity today.

	Duration 14 hours	Maximum 30 pax	
	Student Fee RM 280	Public Fee RM 300	



Who Should Attend

- Public relations personnel
- Corporate communications personnel
- Marketing and promotion personnel
- Event personnel
- Public officials
- Graduate students

Benefits

- Exploit your creativity and be exposed to hands-on learning experiences such as planning and managing events, budgeting for events and negotiating with key stakeholders.
- Be equipped with strong fundamental knowledge and practical skills in planning and executing events.
- Develop in-demand skills for successful events and conventions at supervisory or management level
- Learn to manage behind-the-scene activities and learn to organise events.

Content

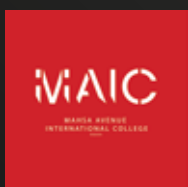
- Introduction to event management
- Event design and production
- Publicity and public relations
- Event production and operations
- Event project management
- Risk management for events
- Event debrief and evaluation
- Event budgeting and control
- Event sales, marketing and advertising
- Event health and safety management
- Event programme and logistics
- Event stakeholders
- Timeline management



Learning materials will be provided by the trainer



Certificate of Completion by MAHSA Avenue International College



📍 Level 4, Block A, MAHSA Avenue,
Jln Ilmu off Jln Prof. Diraja Ungku Aziz,
59100 Kuala Lumpur

🕒 Monday - Friday
9:00 AM - 6:00 PM

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