



MODULE ONE INTRODUCTION TO EVENTS

- How an event moves through its life cycle from research and planning to delivery and evaluation
- Investigate and research suitable, sustainable venues for events across a range of stakeholder needs
- Regulation and policies that are relevant to the events assistant role contextualised to the organisation

MODULE SEVEN EVENT MARKETING

- The role of marketing in event management
- Social media within the management of an event
- Digital events

MODULE TWO PERSONAL MANAGEMENT

- The importance of time-keeping and attendance
- The importance of effective communication
- Building a personal and professional 'brand'
- Creating and applying effective presentations

MODULE EIGHT TECHNOLOGY

- The changing face of technology and its relevance to the events industry
- Creating virtual and hybrid events to keep up with the latest technology

MODULE THREE FINANCE BUDGETING AND NEGOTIATION

- Constructing project budgets by collecting data from the event team and a variety of suppliers
- Managing the budget relationship between the events team, clients and suppliers
- Relevant software packages

MODULE NINE PROFESSIONAL AND COMMERCIAL SKILLS

- Managing and mitigating risks
- Project planning and management techniques
- Budgets
- Escalation

MODULE FOUR COMMUNICATION SKILLS

- Reports, project plans and presentations for clients
- Understanding clients' needs and communicating clearly with them
- Dealing with onsite issues at an event and communicating these clearly to the client, event team and suppliers

MODULE TEN 360 FEEDBACK

- Event evaluation and feedback
- The importance of effective communication and self-evaluation
- Event surveys and questionnaires
- Creating event reports for all stakeholders

MODULE FIVE EVENT CREATION

- Creating, designing and planning events
- Event profitability
- Event structure and creating a positive experience for attendees

GATEWAY READINESS AND END POINT ASSESSMENT



- Project - a work-based project or practical case study that contains real activity done in the role
- Portfolio of Evidence - evidence from real work activity by the apprentice that has been built up progressively through the apprenticeship (6 to 12 items)
- Professional Discussion - a structured interview between the apprentice and an independent assessor as well as a representative from the apprentice's employer

MODULE SIX EVENT LOGISTICS

- Evaluating the event team and suppliers' different functions
- Contracts and the essentials of Health & Safety at an event
- Monitoring and managing problems at an event

