



THE UNIVERSITY OF TRINIDAD AND TOBAGO

PROFESSIONAL EDUCATION UNIT (PEU) PROFESSIONAL DEVELOPMENT SERIES EVENTS MANAGEMENT



OUTLINE:

This five (5) day course is designed to provide a foundation of key skills and knowledge associated with the creation and delivery of corporate (e.g. product launches, conferences, functions, fundraising events), private (e.g. parties, weddings) and public events (e.g. festivals, and sporting events) 5 PDU's.

YOU WILL LEARN TO:

- Properly structure, plan, manage and implement an event.
- Identify and prioritize event goals and objectives.
- Demonstrate the ability to construct a detailed event.
- Analyze risks, financial and liability, associated with producing and hosting events.
- Identify and utilize appropriate media sources for event promotional purposes.
- Effectively conduct comprehensive needs assessment and feasibility studies.

DESIGNED FOR:

Administrative Assistants, corporate communications personnel, executive assistants, human resource personnel, marketing assistants, small business owners or anyone whose professional responsibilities include coordinating meetings, conferences, exhibitions, fundraisers or any other event.

CERTIFICATION:

Participants will be awarded a Certificate of Achievement.

DURATION:

MARCH 15 - 19, 2010
Monday - Friday (8:00 am - 4:00 pm)

VENUE:

The University of Trinidad and Tobago
Pasea Campus,
Corner Churchill Roosevelt Highway &
Pasea Main Road, Tunapuna.

FEE:

TT\$3,800.00 inclusive of course material, lunch and refreshment.

NOTE:

Early registration is advised. Total number is limited.
The University reserves the right to schedule courses based on subscription.

PLEASE CONTACT:

PROFESSIONAL EDUCATION UNIT
Tel: 642 8888 Ext. 32115
Email: business.dev@utt.edu.tt
Web Page: www.u.tt/peu

