

Diploma in Event Management

September 2024

Thursdays - 6:30pm to 9:30pm

Please note this is a provisional timetable and subject to change:

Month	Day	Content
September	26	Introduction to event management, types of events & impacts, overview of the Events Industry, importance of events to Tourism
October	03	Event Categories, event Concept Development, event Planning
	10	Sponsorship, CEDAREE, establishing the correct sponsorship fit, case study
	17	Planning tools and structures, project Management tools for event management, venue selection
	24	Logistics, pre event - on site - post event logistics, health & safety
	31	Risk Management, risk analysis, event safety
November	07	Emerging Technology (11+ types), Big Data, live case examples of emerging tech on site.
	14	Social Media for Events, live Integration at events, emerging trends
	21	Exhibitions and Trade shows, importance of MICE Industry to tourism sector
	28	Sustainable Events, sustainable Events Best Practice Guidelines Running Green Meetings (UN guidelines 2012)
December	05	Live Presentation of Assignment proposal, assignment: Written Event Plan

IBAT College Dublin

16 – 19 Wellington Quay

Dublin 2

Call: 01 807 5055

Email: enquiry@ibat.ie

Website: www.ibat.ie