

# SLF EVENT MANAGEMENT INSTITUTE

COURSE INTAKE : SEPTEMBER 2024

REGISTRATION CLOSING DATE- SEPTEMBER 12th

## SLF EVENT MANAGEMENT COURSE

### 01. COURSE DESCRIPTION:

This course delves into the fundamental principles and advanced concepts of event planning and management. Students will learn to utilize both linear and cyclical planning models to effectively organize and execute events. Key focus areas include comprehensive research, goal setting, theme development, site selection, and detailed task and responsibility checklists. Additionally, the course covers organizational committee structures, risk management strategies, budgeting and finance, sponsorship opportunities, marketing and promotion, event evaluation, and overall event administration.

### 02. LEARNING OBJECTIVES:

By the end of this course, students will be able to:

1. Apply linear and cyclical planning models to event planning.
2. Conduct thorough research to select appropriate events and establish clear goals and objectives.
3. Develop creative and effective event themes.
4. Select suitable sites for various types of events.
5. Create and manage detailed task and responsibility checklists.
6. Organize and structure committees for efficient event planning and execution.
7. Implement risk management strategies to mitigate potential issues.
8. Develop and manage event budgets and financial plans.
9. Identify and secure sponsorship opportunities.
10. Design and implement effective marketing and promotion strategies.
11. Conduct event evaluations to assess success and areas for improvement.
12. Manage all administrative aspects of event planning and execution.

COURSE PRESENTS BY



SRI LANKAN FESTIVAL (PVT) LTD

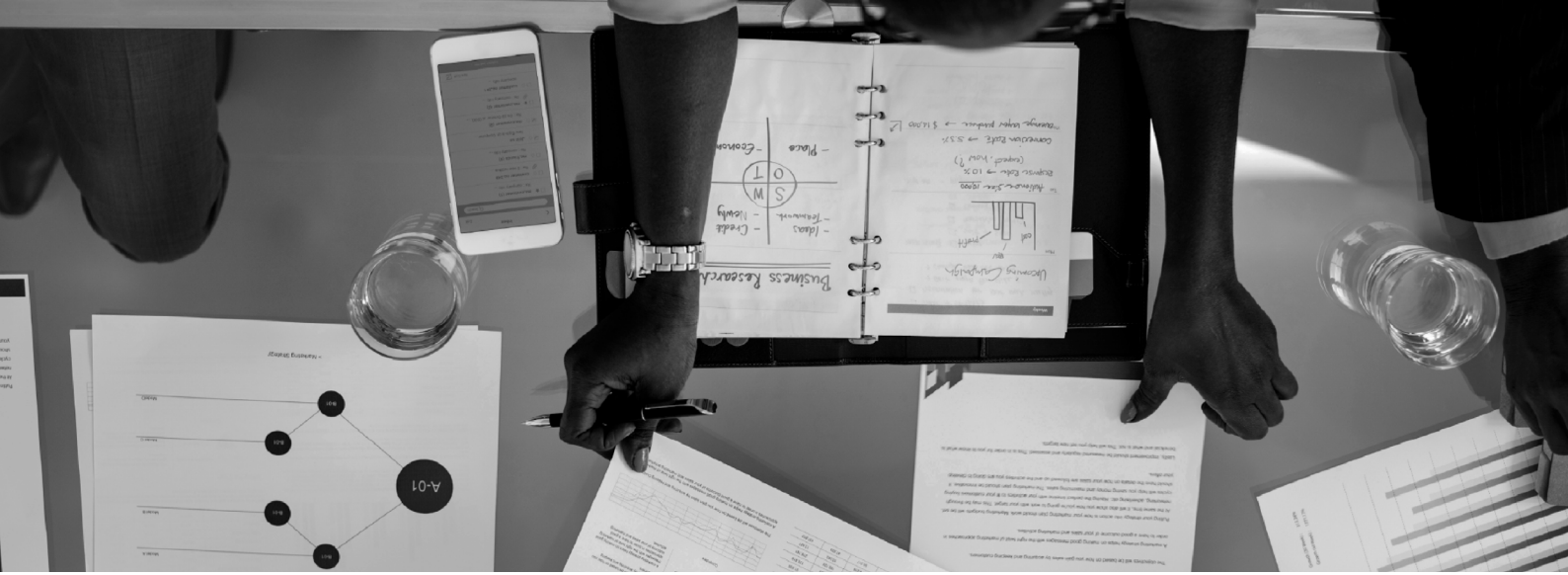
EVENT BRAND



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## 03. COURSE OUTLINE:

### ● Module 1: Introduction to Event Planning

- Overview of event planning
- Linear vs. cyclical planning models
- Types of events and their characteristics

### ● Module 2: Research and Event Selection

- Conducting market research
- Identifying and selecting appropriate events
- Establishing event goals and objectives

### ● Module 3: Event Theme Development

- Creative brainstorming techniques
- Aligning themes with event goals
- Practical examples and case studies



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## 04. HOURS FOR THIS COURSE: 65 HOURS

### ● TYPICAL STRUCTURE OF INSTRUCTIONAL HOURS

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	05
Special Guest Lecture Hours	05
Practicum / Field Experience Hours	10
Other Contact Hours	00
Total Hours	65

- **Course Date and Time** - Every Sunday from 1 pm to 4pm
- **Practical Training Workshops** - Practical workshops will be scheduled at a suitable time after discussion with the team.

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## 05. COURSE PREREQUISITES AND COURSE DETAILS

- Prerequisites: Anyone 16 years and above can participate
- Corequisites: None
- Course Medium – English

## 06. TEACHING METHOD

1. Lectures
2. Discussion
3. In-class exercises
4. Practicum
5. Self-study



***While the theoretical teaching in academic activities are conducted through the online method, practical knowledge is imparted through practical programs.***



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# EVENT ANALYSIS



## 07. LEARNING OUTCOMES:

*Upon the successful completion of this course, students will be able to*

- Gather information to plan an event;
- Establish a planning process that incorporates the event's purpose, goals, and objectives in relation to a particular event;
- Create marketing strategies and promotional materials tailored to a specific event;
- Show proficiency in creating a detailed line-item budget for an event;
- Develop a risk management program for an event;
- Devise a training program for volunteers/employees associated with an event;
- Identify key human resource management roles in event planning;
- Navigate the complexities of creating sponsorship opportunities in the field of event planning; and
- Conduct comprehensive event evaluations

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## 08. COURSE TOPICS:

- Definition, Need & Importance Event
- Concept and Design of Events
- Event Feasibility and Legal Compliance
- Marketing and Promotion of the Event
- Financial Management
- Risk Management
- Planning for Events and Event Proposal
- Protocol and Staging
- Staffing
- Leadership
- Operations, Logistics, Safety and Security Management
- Crowd Management and Evacuation
- Monitoring, Control and Evaluation
- Security Management
- Event Product



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## 09. INSTITUTE DETAILS AND COURSE DIRECTOR



SRI LANKAN FESTIVAL (PVT) LTD

### 1. The Course Presents by

- **SL Festival (Pvt) Ltd** – This company is a nationally and internationally recognized event creator (example: **Dog Festival Sri Lanka Event**) currently organizing unique events in Sri Lanka and has a good experience in creating and presenting events.

### 2. Course Director

- He has years of experience in directing events at the national level and has created a large number of nationally and internationally acclaimed events.



**Mr. Shameera Ekanayake**

**BSc (special) University of Sri Jayewardenepura**

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## 10. SERVICE PROVIDER FOR COURSES

# Tribe Academy

Tribe Academy is an institution that has been at the top in marketing, management, and digital services for many years and has been doing a great service for the development of education in Sri Lanka. In the last few years, this institute has done a great service for job creation by conducting various educational methods for more than 20,000 students. Tribe Academy is now ready to launch the largest practical event management program in Sri Lanka by joining with SLF Event Management Institute. Therefore, anyone who joins this program can expect to receive high-quality service.



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## 11. PAYMENT SCHEDULE

**Full Course Amount = Rs. 79,900/=**

Registration Submit fee **Rs.5000/=**

1st month start **Rs.20,000/=**

Before the 2nd Month start **Rs.27,450/=**

Before the 3rd Month start **Rs.27,450/=**



- A discount of **Rs.10,000/=** will be given if the full fee of the course is paid on the first day. Then the course fee is **Rs.69,900/=** only, and if you can pay the full amount within the first month, you will get the discount.

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# ACCOUNT DETAILS

## Institute Account Details

- 000610018866
- SL Festival (Pvt) Ltd
- Sampath Bank
- Kurunegala

## CONTACT US

- Hot Line – 070 6 302 302
- Address - 141/1/1, Negombo Rd, Kurunegala



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