

*presents*

## **THE ESSENTIAL EVENT MANAGEMENT & CO-ORDINATION WORKSHOP**

### **WHO SHOULD ATTEND?**

Event and conference organisers, staff incentive programme organisers, students in the Event Management and PR fields, Communications Officers, Marketing Officers, PROs and anyone involved in preparing, designing and implementing events.

### **ABOUT THE TRAINER: MS MERLE FALKEN**

Merle Falken was born in District Six and has overcome many obstacles to become a well-respected figure in business, arts and culture. She has worked in the Events, PR, Conferencing, Media & Marketing sectors for many years. Her main client base is government and parastatals as she obtains all her work through the tender process.

Ms Falken is a member of Cape Regional Chamber, SA Association of Conference and Incentives, Black Management Forum, WECBOF, Wesgro and the Enterprise Investment Forum.

She has been nominated as Finalist for the 2000 BMF Entrepreneur of the Year, Wecbof Businessperson of the Year 2001, Woman of Will 2000 and a finalist in the Business Women's Association's Business Person of the Year 2004. She has served on the Executive Committees of the Cape Town Chamber of Commerce and Industry, Business Cape, Cape Town Chamber of Commerce and Industry and Businesswomen's Association of SA.

She gives her voluntary time to assisting the Arts and Culture Community at large and is the Chairperson of the FCW Support Trust, a member of the board of the Cape Town Festival and the Foundation for Community Work. She is also the Founder of the Cape Town Women's Festival Trust who arranges the Cape WOW Festival each year.

Ms Falken serves on the board of the Hangklip/ Kleinmond Tourism Board in the Community Development Portfolio. She is also the Western Cape Rep for the Events and Technical Task Team of the National Dept. of Arts and Culture. She is also a member of the marketing committee of the Cape Town Routes Unlimited.

As training is a passion with her, she runs her successful Essential Events Management and Co-ordination Workshop quarterly. This training course commenced in 2005 in Cape Town and now sees a demand nationally for this popular workshop.

Flowing out of this, Ms Falken has established '110% Life', a series of workshops, seminars and conferences seeking to provide "*Enrichment through lifelong learning*".

### **COURSE OUTLINE**

<b>DAY ONE</b>	<b>DAY TWO</b>
Conceptualise and develop events Developing a brief for service providers Developing a task list Project management Questions and answers Practical exercises	Producing Budgets Working with Service providers Logistics Tools for brainstorming Questions and answers Practical exercises
<b>DAY THREE</b>	<b>DAY FOUR</b>
Conference planning Evaluation and reports Questions and answers Practical exercises	PR and marketing for conferences, seminars and special events Questions and answers Presentation of certificates

Visit our website: [www.pdesa.co.za](http://www.pdesa.co.za)

**PRACTICAL EXERCISES**

The course takes place in the evening. During the day delegates must complete practical exercises in order to earn their certificates. Delegates who do not complete assignments will only receive their certificates after assignments have been completed.

**MINIMUM AND MAXIMUM NUMBER OF DELEGATES**

Only 15 delegates can be accommodated in each workshop. Delegates will be accommodated on a 'first come first serve' basis.

**HOW TO REGISTER?** Please refer to the registration form.

**ENQUIRIES:** Contact Orion:

**Email:** [orion@pdesa.co.za](mailto:orion@pdesa.co.za)

**Tel:** 021 906 6041

**Fax:** 086 617 7832