

presents

THE ESSENTIAL EVENT MANAGEMENT & CO-ORDINATION WORKSHOP

Eurocentre Language School – Cape Town

WORKSHOP DATES

THIS COURSE IS OFFERED EVERY MONTH AND CAN BE OFFERED IN-HOUSE.

UPCOMING COURSE DATES:

6, 13, 20 and 27 Sep 2010 (Monday evenings)

1, 8, 15 and 22 Nov 2010 (Monday evenings)

18h00-21h00 (including a 15 min break)

WORKSHOP INFORMATION

THE WORKSHOP CAN ACCOMMODATE A MAXIMUM OF 12 PARTICIPANTS.

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, Weccof 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

DAY ONE

Conceptualise and develop events
Developing a brief for service providers
Developing a task list
Project management
Questions and answers
Practical exercises

DAY TWO

Producing Budgets
Working with Service providers
Logistics
Tools for brainstorming
Questions and answers
Practical exercises

DAY THREE

Conference planning
Evaluation and reports
Questions and answers
Practical exercises

DAY FOUR

PR and marketing for conferences, seminars and special events
Questions and answers
Presentation of certificates

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 12 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.

REGISTRATION

REGISTRATION FEE: R3 000 per person

(Includes course material, light refreshments and certificate of attendance. No VAT charged.)

Registration closing dates are final. All payments and government orders must be received by registration close.

VENUE

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Eurocentre Language School, 5th Fl, 50 On Long, Cnr Hout and Long Streets, Cape Town (Entrance in Hout St.)

Organised by:

***Poussière d'étoiles – Professional Conference Organisers. All workshop information is available on our website.
Tel. 021 906 6041 Fax. 086 617 2017 Email: info@pdesa.co.za Web: www.pdesa.co.za***