SLF EVENT MANAGEMENT INSTITUTE

SLF EVENT MANAGEMENT COURSE

01. COURSE DESCRIPTION:

This course delves into the fundamental principles and advancedconcepts 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:

01. Apply linear and cyclical planning models to event planning.
02. Conduct research to select events and set clear goals.
03. Develop creative event themes.
04. Choose appropriate event sites.
05. Create and manage task checklists.
06. Organize committees for efficient event execution.
07. Implement risk management strategies.
08. Develop and manage event budgets.
09. Secure sponsorship opportunities.
10. Design and execute marketing strategies.
11. Evaluate event success and areas for improvement.
12. Manage all administrative aspects of event planning.

COURSE PRESENTS
SRI LANKAN FESTIVAL (PVT) LTD

EVENT BRAND
DUG FESTIVAL

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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 appropriateevents
- Establishing event goals and objectives

Module 3: Event Theme Development

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

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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 1pm 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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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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1. The Course Presents by

Sri Lankan 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.

SRI LANKAN FESTIVAL (PVT) LTD

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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3. Course Lectures

Ms. Navodhi Karunarathna

MTEHM (UOC), PgD (UOC), B.Sc. (RUSL)
with accolades: Gold Medalist and Batch Topper

Hiruni Pamalka

Assistant Lecturer (Tourism and Cultural Resource Management) at University of Kelaniya
BA (Hons) Tourism and Cultural Resources Management (Second class upper division), University of Kelaniya
Reading Master in Tourism Economics and Hotel Management, University of Colombo
Two years of Tourism Industry experiences
(SLTDA/SLTPB & SLAITO World Tourism Day volunteer)
Completed HSK level 3 Chinese language course at Confucius Institute,Lumbini collage Colombo
Completed Chinese language course at University of Kelaniya

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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.

If you have registered but, for any reason, do not participate in the course, the registration fee of 5000 rupees will not be refunded.

ACCOUNT DETAILS

Institute Account Details

000610018866

SL Festival (Pvt) Ltd
Sampath Bank
Kurunegala

CONTACT US

Hot Line - 070 6 302 302

Email - **eventmgt@slfestival.lk**

Address - **141/1/1, Negombo Rd, Kurunegala**

COURSE PRESENTS

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DOG Festival TOUR 2024

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