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| **Course details** |
| Title (This must be the marketing title of the course – whatever is used in a brochure to advertise the course) | Event Planning |
| Award to be received | Level 2 Certificate in Event Planning |
| Regulatory body | TQUK |
| Qualification (A-Level/BTEC Diploma/HND/etc – **not awarding body**) | Level 2 Certificate |
| Subject Area | Business |
| Level | 2 |
| UCAS Points value (if applicable) |  |
| Duration **(in years apart from short courses)** | 16 weeks |
| Start Date  |  |
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| **UCAS details (Full time HE only)** |
| **Institution Code Name** | **Institution Code** | **Course/Campus Code** | **Short Form Title** |
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| **KIS Institution** |  | **KIS Course Code** |  |
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| **Attendance details (delete as appropriate)** |
| Distance Learning |  |  |
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| **Location (delete as appropriate)** |
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| Distance Learning |  |  |  |
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| **Course information** |
| Who is this course for? | This course is a useful introduction for 19+, adult learners who wish to pursue a career as an event planner or for those working in or preparing for a wide range of job roles in diverse sectors which require them to plan and organise events as part of their responsibilities.  |
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| What do they need to apply for the course? | No previous knowledge and experience are required; however, minimum level 1 English skills would be beneficial for completion of assessments. |
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| What are the key things they’ll learn **(this must include the core modules)** | **Unit 1: Planning an event** * Section 1: The extent of the events industry
* Section 2: The scope of the event planner role
* Section 3: Planning an event
* Section 4: Planning for contingencies
* Section 5: The need for health, safety and security measures.

**Unit 2: Reviewing and evaluating an event*** Section 1: The importance of review and evaluation
* Section 2: The sources of information available for evaluating an event
* Section 3: The range of tool available for event evaluation
* Section 4: Planning the evaluation of an event.

**Unit 3: Marketing and market research for event planning*** Section 1: Understand why market research is important
* Section 2: The methods and resources available for marketing
* Section 3: Planning the marketing of an event.

**Unit 4: Planning human resources for events*** Section 1: Understand how an event is managed
* Section 2: Understand the team which contribute to an event
* Section 3: Understand the human resource requirements for an event.

**Unit 5: Communication and customer service for events*** Section 1: Understand the importance of communication at events
* Section 2: Understand equality and diversity in relation to events
* Section 3: Understand why customer service is important at an event
* Section 4: Produce guidance on expected standards of customer service for staff use.
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| How will they learn?(Practical/theory/classroom/workplace – **Must include methods of assessment. Also include details of number of assessments/exams & self-study time)** | Studying via distance learning means you can choosewhen and where you study. We ensure you get all thesupport you need throughout your course in the form ofa personal tutor and a learner support advisor.This course is available:* **Fully on line**

All of our award-winning learning resources are of the highest quality and are designed to be engaging and interactive to keep you focused on your learning at all times. |
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| Where could the course take them? (**Must include course progression routes and career options including average salary**) | After successfully completing the course candidates will be able to further their own continuous professional development, which may improve their career prospects or progress to further training. You could also progress on to further study in the field or other Distance Learning programmes.This qualification could assist in gaining the following employment opportunities and potential salaries: Event Planner – up to £28,000 per annum (possibility of a much higher salary dependent on experience). Event Co-ordinator - up to £23,000 per annum.Customer Service - up to £19,000 per annumSales - £18,000 + per annumProgression to other college provision - Business Administration, Team Leading, Customer Service |
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| What costs will they incur? (If applicable – **tuition fees, materials and course expenditure including field trips optional and mandatory**) | N/A |
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| Previous student comment (if available) | New Course |
| Previous student name and status |  |

For HE Courses, Marketing will insert links at the bottom for:

Student Support

Complaints Procedure

Minimum Cohorts and Closing of Programmes







