MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 22-Nov-2026

Course Profile Document

Administration and Customer Service

Planning and Management of Events

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2519	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Event Management when compared to other traditional professions such as medicine, law and accounting is relatively a young field. It is an area that is growing rapidly and now represents hundreds of professionals who are responsible for planning, coordinating and evaluating a wide range of events all year round.

Event management is predominantly **about creating an experience**. Bearing in mind that first impressions last, it is important when embarking on any event regardless of its scale to take the correct approach and use the right techniques to ensure that your event is successful.

This course will provide participants with the practical skills and knowledge required to successfully plan, implement, organize, manage, monitor and evaluate special events.

Course Outcomes

- Develop an effective Event Plan to create and design memorable events
- Utilize specific techniques and tools of the event planning process to manage and monitor the success of the event.
- Ensure that organizational objectives are being achieved.
- Appreciate the importance of risk assessment and contingency planning when coordinating events
- Appreciate the importance of proper time management and task management to an event’s success
- Demonstrate leadership skills (event managers need to consistently get the best out of their teams)
- Achieve maximum exposure for their event
- Demonstrate a new and open minded approach to Event Management

Course Outline / Curriculum

The Concept of Event Management

- A Definition of Event Management
- Brief History of how Event Management became a profession
- The Role of the Event Manager and Event Coordinator

The Event Planning Process

- Basic principles necessary to master Event Management
- The knots and bolts involved in event planning (Needs assessment and feasibility study)
- The key elements necessary to ensure that your event is successful (Murphy’s Law)
- How to conduct an effective venue inspection
- The use of SWOT analysis and Time Lines to formulate an effective event plan.

Event Team Dynamics

- Team skills, understanding the different tasks, activities and functions of your team when planning an event.
- Establishing the reporting process and chain of command in decision making
- All elements involved in coordinating the event from start to completion
- The importance of adopting the right attitude, one of problem solving and coming up with solutions, the ability to think on you feet.
- How to develop an Event Check list

Contingency Planning

- The importance of health and safety assessments
- Incorporation of Legal, Ethical and Risk Management factors when planning events
- The importance of evaluation and feedback
- Monitoring and managing performance quality

Event Management is a people oriented field. As a direct result of this fact the following areas willbe addressed.

- The relevant skills and characteristics required for the field of Event Management
- The importance of effective communication among stakeholders
- Leadership type skills necessary to motivate and empower teams to function at their maximum

Target Audience

Wedding Coordinators, Sports Personnel, Administrative Assistants, Project Officers or anyone wishing to hone their organizational skills when it comes to events planning

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Planning and Management of Events
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____