

Part time, 21/22

L2 Event Planning

Level 2 | Certificate in Event Planning (RQF)

Course information (PDF generated at 29/06/2022 01:02:14 am)
www.sgscol.ac.uk/study/professional-and-financial/l2-event-planning

Summary

This qualification will introduce you to the skills that are required to plan, organise and evaluate events by developing their knowledge and understanding. Areas covered include marketing methods and resources, market research, human resources, communication and customer service relevant to events.

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.

Enrol online



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.

How will I learn?

Students are provided with a comprehensive set of online learning materials which they work through via an e-platform. For each module this provides tutorials, practice assessment and interactive tasks so the tutor and student can assess progress.

Online courses enable you to set your own learning pace with the added flexibility of working to your own schedule. No classroom attendance is required, giving you full control of your learning whilst still having access to our experienced teaching and learning staff as required.

Entry Requirements

To study this course you must meet the following criteria:

- You must be aged 19 years or over as of 31/08/2020
- You must have lived in the EU for the last three years
- You must currently reside in England
- You understand that this is a Level 2 qualification and a level of English and Maths is beneficial to completing
- You understand the typical duration of this course is 12 weeks and self-commitment should be made to allow yourself to provide detailed responses to the assignments

Additional Information

With you every step of the way!

Get more from your online courses, let us help you succeed with bespoke packages led by our dedicated online support team:

- Occupational specialists and tutors just a click away to support you
- Expert digital team on hand to resolve IT issues
- Access to free online community for those suffering with adverse mental health, 24 hours a day
- Enjoy incredible discounts while you study with your NUS/Totum student card

New to online learning? Require additional support? Let us help you with each step you take.

DEPARTMENT CONTACT

For more information about this course please email professional@sgscol.ac.uk.

COURSE FEES

Please be aware that some courses have fees that are payable on enrolment. More information on if this course has a fee can be found in the Availability section below.

If you require financial support including payment plans, bursaries and advanced learner loans please visit the [Money Management Service](#) section of the website.

For more information on fees please view our [Fees, Charges and Refunds Policy](#) and our [Applications, Admissions and Enrolment Policy and Procedures](#).

ONLINE ENROLMENT

This course offers simpler and safer online enrolment requests, which means in a matter of minutes you can submit an enrolment request to us. However please be aware that upon submitting your enrolment form you are not guaranteed to be accepted. A number of our courses require assessments, qualification checks or simply a conversation with you before we can confirm your enrolment.

Within 24 hours of enrolment submission you will receive an automated email notification with information on what happens next. Please add onlineservices@sgscol.ac.uk to your safe sender list. Most email providers allow you to do this withing settings/options. For full instructions simply use your chosen search engine to find instructions on how to make emails as safe.