



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Event Management

Custom Courses / Customer Service

Unit Standard AATICD-0152 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to plan, coordinate, and execute events effectively within a corporate environment. It covers the end-to-end event management process, from concept development to post-event evaluation, ensuring alignment with organisational objectives and industry best practices.

Category	Custom Courses
Subfield	Customer Service
Unit Standard	AATICD-0152
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply event management principles to scope, budget, and schedule a corporate event.
- Coordinate logistics including venue, catering, audio-visual requirements, and guest management.
- Implement risk mitigation strategies and ensure compliance with health and safety regulations.
- Evaluate event success using feedback mechanisms and performance metrics.
- Demonstrate effective communication and stakeholder liaison throughout the event lifecycle.
- Design a post-event report with recommendations for improvement.

WHO SHOULD ATTEND

- This course is ideal for event coordinators, marketing professionals, administrative staff, and anyone responsible for organising corporate events, conferences, or functions.

COURSE OUTLINE

Day 1: Introduction to Event Management

- Definition and scope of events
- Types of events: corporate, social, sporting, cultural
- Event management process: initiation, planning, execution, closure
- Key stakeholders and their expectations
- Event manager competencies and ethics
- Overview of the event industry in South Africa

Day 2: Event Planning and Design

- Event concept development and theme design
- Setting event goals and objectives
- Budgeting and financial management
- Venue selection criteria and site inspections
- Event layout and floor plans
- Risk assessment and contingency planning
- Legal and regulatory requirements (licensing, permits)

Day 3: Event Logistics and Operations

- Vendor selection and contract management
- Catering and menu planning
- Transportation and accommodation logistics
- Audio-visual and technical requirements
- Event signage and branding
- Communication plans for team and stakeholders
- On-site operational management: registration, crowd control, emergency procedures

Day 4: Marketing, Sponsorship, and Stakeholder Engagement

- Event marketing strategies: digital, print, social media
- Sponsorship proposal development and pitching
- Stakeholder mapping and engagement plans
- Media relations and press releases
- Ticket sales and registration systems
- Post-event evaluation: surveys, debriefs, ROI analysis

Day 5: Advanced Topics and Practical Integration

- Sustainable event management: waste reduction, carbon footprint
- Crisis management and problem-solving scenarios
- Event management software: planning, budgeting, registration tools
- Career paths and professional development
- Case studies: successful and failed events
- Final event plan presentation and peer review

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0152) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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