



**THE UNIVERSITY OF THE WEST INDIES**  
GLOBAL CAMPUS

**JAMAICA EASTERN**  
CAMP ROAD

# Introduction to Events Management

## **General Objective:**

To provide participants with the practical skills and knowledge to successfully plan, organize, manage, promote and evaluate special events.

## **Entry Requirements:**

School Leaver's Certificate &/or 1yr. Work Experience

## **Topics include**

- **The events planning process**
- **Events administration – the management process**
- **Financial management and events**
- **Multimedia Production techniques**
- **Health and safety issues**
- **Risk management/contingency planning**
- **Events evaluation techniques**

**Duration:** 10 weeks

**Contact Hours:** 30

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