



ICP is pleased to offer a training course entitled:

## EVENT MANAGEMENT

### *Event Management Course Outline:-*

1. The Concept of Event Management
2. The Event Planning Process
3. Event Team Dynamics
4. Contingency Planning
5. People Management skills
6. Innovation and Excellence in Event Management, tools and Techniques
7. Electronic Event Management
8. Event Evaluation and feedback

**Duration:** The training will start on **Saturday, November 25<sup>th</sup>, 2017** for **24** hours (6 sessions) according to the following schedule:

Date	Day	Time	Room
25/11/2017	Saturday	01:00-5:00	ICP
02/12/2017	Saturday	01:00-5:00	ICP
09/12/2017	Saturday	01:00-5:00	ICP
16/12/2017	Saturday	01:00-5:00	ICP
23/12/2017	Saturday	01:00-5:00	ICP
30/12/2017	Saturday	01:00-5:00	ICP

### *Target Group:-*

- Public relations employees
- Marketing companies
- Marketers
- University graduates
- Who are interested to work in this field.

**Course fee: NIS 450** per participant, to be paid upon registration, which covers training materials and Certificate of Completion that will be granted to participants at the end of the course.

**For Registration:** the participant has to fill in the attached *Application for Admission* and submit it to the ICP by **22/11/2017** at the latest.