



## Institute of Business and Technology

### Event Management (Online)

#### Study details

**Course type:** Professional Diploma

**Degree:** Diploma in Event Management

**Study mode:** Full time

**Duration:** 11 Week Month

#### Cost of study

**Cost :** 850 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Jun

#### Requirements

#### Entry Requirements

To study event management online with IBAT, you should have an interest in event planning and management and a wish to expand your knowledge in this area.

#### Accommodation

#### Speciality

One evening per week

- Wednesdays

#### Additional information

#### Course Overview

This online event management course will provide you with a broad understanding of the event management landscape and the various teachings required to develop or refresh a skill set to secure employment in this vibrant and global industry. The programme encompasses an overview of the core pillars of event management, including Event Design & Concept Development, Planning Process, Sponsorship, Event Marketing, Staging, Logistics, Emerging trends (e.g. Virtual & Hybrid Events), and more.

You will learn the required theory, know-how, and practical examples to support you in gaining employment in the event management industry. You will be taught by lecturers with a strong industry background, which give you a practical, career-focused experience.?

## Topics

- Introduction to The Event Landscape
- Event Design
- Event Types, Styles & Formats
- Planning Process
- Event Staging
- Event Logistics
- Event Marketing
- Emerging Trends
- Evaluation and Legacy

## Assessment

To be awarded this diploma you will be required to successfully complete coursework (80%) and a final presentation at the end of the course (20%)

## What is a Professional Diploma?

An IBAT Professional Diploma is a focused, short-duration practical course that consolidates, upsills, and/or reskills learners in a professional area. It is a stand-alone qualification that does not lead to an award on the National Framework of Qualifications (NFQ).