



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
EVENTS MANAGEMENT SKILLS

(22th February – 02nd March 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

Events are part and parcel of our daily activities as individuals and organizations. At some point in time organizing events becomes a hectic task that need relevant skills set. This course is designed to assist any person responsible for organizing events get the required skills for successful events.

The event industry includes events of all sizes from conferences and charity events to business breakfast meetings and video conferences. Event management involves the application of project management skills and tools for the effective planning, development, and management of events such as conferences, conventions, exhibitions, meetings and trade shows.

Event management focuses on the steps and techniques that have to be taken for the successful organization of an event. The event management discipline offers knowledge on how to build a concept, plan and identify the target audience for the desired event. Professionals in the field have to take into consideration budgeting, developing a theme, making sure all equipment and facilities are according to the desires of the client. Event management programmes offer a mix of business and management knowledge, including education on creativity and design elements.

2.0 LEARNING OUTCOMES

At the end of the course, participants will be able to learn:

- Develop and manage events from initial idea to evaluation.
- Identify requirements and select the right tools, people and resources to meet demands.
- Effectively plan, schedule, budget and manage the event process.
- Develop a strategy to market an event.
- Manage risks to mitigate and avoid potential problems with events.

3.0 TARGET PARTICIPANTS

The course is open to anyone that has to manage events, large or small, as a part of their role. This could include; Event Managers, General Managers, HR Managers, Trainers, Consultants, Leaders, PA's or Administration Assistants.

4.0 METHODOLOGY

The course will be delivered through lectures, case study analysis, role play, discussions and experience sharing.

5.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 1,000,000/=** (say **One Million Only**) to cover for training material, tea, lunch and **one day trip to a nearby national park**. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch**. **Early registration is highly encouraged and appreciated.**

6.0 DATE, DURATION AND VENUE:

This course will be conducted from **25th February – 02nd March 2019** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

7.0 CONTACT PERSONS

For more details please don't hesitate to contact any of the following:

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