LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Event Management and Risk

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Reference TRV-C07 • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	82	493	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**TRV-C07**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1

MICE Industry and Event Planning

24 chapters · 124 classes **100 marks**

- **1 Understanding the MICE Industry Framework** — 4 classes
  - 1.1 Exploring the MICE Industry: Definitions and Key Components
  - 1.2 Identifying Stakeholders: Roles and Responsibilities in the MICE Industry
  - 1.3 Analyzing MICE Event Types: Characteristics and Examples
  - 1.4 Applying the MICE Framework: Practical Scenarios and Case Studies
- **2 Key Stakeholders and Their Roles in MICE Events** — 4 classes
  - 2.1 Identifying Key Stakeholders in MICE Events
  - 2.2 Understanding the Roles and Responsibilities of Stakeholders
  - 2.3 Analyzing the Interactions Among Stakeholders
  - 2.4 Applying Stakeholder Management Strategies to MICE Events
- **3 Emerging Trends and Innovations in MICE Tourism** — 4 classes
  - 3.1 Exploring Technological Innovations in MICE Tourism
  - 3.2 Understanding the Impact of Sustainability on MICE Events
  - 3.3 Analyzing the Evolution of Virtual and Hybrid Meetings
  - 3.4 Implementing Experiential and Personalized Event Solutions
- **1 Foundations of Event Planning and Coordination** — 4 classes
  - 1.1 Understanding Event Planning Fundamentals
  - 1.2 Identifying Key Event Components
  - 1.3 Developing an Effective Event Strategy
  - 1.4 Coordinating Event Logistics Efficiently
- **2 Designing Successful Event Concepts** — 4 classes
  - 2.1 Explore Key Elements of Event Concepts
  - 2.2 Analyze Audience Needs and Preferences
  - 2.3 Develop a Unique and Cohesive Theme
  - 2.4 Create Engaging and Practical Event Plans
- **3 Logistics and Execution in Event Planning** — 4 classes
  - 3.1 Understanding Key Event Logistics Components
  - 3.2 Crafting Effective Event Schedules
  - 3.3 Identifying Essential Resources and Vendors
  - 3.4 Implementing Execution Plans for Seamless Events
- **1 Understanding the MICE Sector: Scope and Significance** — 5 classes
  - 1.1 Exploring MICE: An Overview of Core Components
  - 1.2 Identifying Key Stakeholders in the MICE Sector
  - 1.3 Examining the Economic Impact of MICE Events
  - 1.4 Understanding Diverse MICE Event Types
  - 1.5 Analyzing Trends and Challenges in the MICE Industry
- **2 Key Stakeholders and Their Roles in MICE Operations** — 5 classes
  - 2.1 Identifying Key Stakeholders in MICE Operations
  - 2.2 Understanding the Roles of Event Planners
  - 2.3 Exploring the Functions of Venue Managers
  - 2.4 Examining the Responsibilities of Suppliers and Vendors
  - 2.5 Analyzing the Impact of Attendees and Sponsors
- **3 Types of MICE Events: Characteristics and Functions** — 5 classes
  - 3.1 Exploring MICE: Unpacking Meetings and Their Roles
  - 3.2 Understanding Incentives: Motivations and Impact
  - 3.3 Delving into Conferences: Purpose and Structure
  - 3.4 Analyzing Exhibitions: Experiences and Engagement
  - 3.5 Integrating MICE: Comparative Analysis and Best Practices
- **4 Current Trends and Challenges in MICE Tourism** — 5 classes
  - 4.1 Exploring the Key Trends Shaping MICE Tourism
  - 4.2 Understanding the Impact of Technology on MICE Operations
  - 4.3 Analyzing Sustainability Practices in MICE Industry
  - 4.4 Identifying Challenges and Opportunities in MICE Tourism
  - 4.5 Applying Innovative Solutions to Overcome MICE Challenges
- **1 Understanding Event Planning in the MICE Sector** — 5 classes
  - 1.1 Exploring the MICE Sector: Concepts and Components
  - 1.2 Identifying Key Stakeholders in Event Planning
  - 1.3 Analyzing Event Types and Their Unique Requirements
  - 1.4 Integrating Planning Tools and Techniques for MICE Events
  - 1.5 Applying Best Practices for Successful Event Execution
- **2 Designing Effective Event Concepts and Objectives** — 5 classes
- **3 Coordinating Logistics and Resources for MICE Events** — 5 classes
  - 3.1 Understanding MICE Event Logistics
  - 3.2 Identifying Key Resources for Successful Events
  - 3.3 Developing a Comprehensive Logistics Plan
  - 3.4 Coordinating Suppliers and Stakeholders
  - 3.5 Implementing and Monitoring Event Logistics
- **4 Evaluating Event Success and Stakeholder Satisfaction** — 5 classes
  - 4.1 Understanding Key Metrics for Event Evaluation
  - 4.2 Gathering and Analyzing Stakeholder Feedback
  - 4.3 Measuring Financial Success and ROI of Events
  - 4.4 Conducting Post-Event Surveys and Interviews
  - 4.5 Implementing Lessons Learned for Future Events
- **1 Understanding the International MICE Industry Landscape** — 6 classes
  - 1.1 Exploring the Components of the MICE Industry
  - 1.2 Identifying Key Stakeholders and Their Roles
  - 1.3 Analyzing Global MICE Industry Trends
  - 1.4 Evaluating Regional Variations in MICE Operations
  - 1.5 Navigating International Business Norms and Etiquette
  - 1.6 Applying Best Practices in Cross-Cultural Event Management
- **2 Strategic Event Planning and Design in an International Context** — 6 classes
  - 2.1 Understanding International Event Planning Dynamics
  - 2.2 Identifying Strategic Goals in Global Event Design
  - 2.3 Analyzing Cultural Impacts on International Event Planning
  - 2.4 Designing Inclusive and Accessible International Events
  - 2.5 Implementing Sustainable Practices in Global Events
  - 2.6 Evaluating Success Metrics for International Conferences
- **3 Venue Selection and Supplier Management Across Borders** — 6 classes
  - 3.1 Understanding Venue Requirements for International Events
  - 3.2 Identifying Key Factors in Cross-Border Venue Selection
  - 3.3 Evaluating Supplier Capabilities and Reliability Globally
  - 3.4 Analyzing Cultural and Legal Considerations in Venue Selection
  - 3.5 Negotiating Contracts and Agreements with International Suppliers
  - 3.6 Implementing Strategies for Effective Supplier Relationship Management
- **4 Marketing and Promoting International Conferences and Expos** — 6 classes
  - 4.1 Understanding Target Audiences for International Events
  - 4.2 Designing Effective Marketing Strategies for Global Reach
  - 4.3 Selecting and Utilizing Digital Marketing Channels
  - 4.4 Crafting Compelling Promotional Materials for International Exposure
  - 4.5 Leveraging Social Media to Enhance Event Visibility
  - 4.6 Measuring and Analyzing Marketing Campaign Success
- **5 Evaluating Success and Ensuring Sustainable Practices in Global Events** — 6 classes
  - 5.1 Understanding Event Success Metrics
  - 5.2 Analyzing Attendee Feedback for Improvement
  - 5.3 Assessing the Economic Impact of Events
  - 5.4 Implementing Sustainable Event Practices
  - 5.5 Evaluating Sustainability Initiatives in Events
  - 5.6 Integrating Success Evaluations into Future Planning
- **1 Understanding the Event Tourism Ecosystem** — 6 classes
  - 1.1 Exploring the Fundamentals of Event Tourism
  - 1.2 Mapping the Key Stakeholders in Event Tourism
  - 1.3 Analyzing the Economic Impacts of Events on Tourism
  - 1.4 Evaluating the Role of Culture and Heritage in Event Tourism
  - 1.5 Identifying Sustainability Practices in Event Tourism
  - 1.6 Integrating Technology to Enhance the Event Tourism Experience
- **2 Strategic Planning and Design in Event Tourism** — 6 classes
  - 2.1 Understanding the Fundamentals of Event Tourism
  - 2.2 Analyzing Key Components of Strategic Event Planning

2

Event Design, Venue and Logistics

18 chapters · 122 classes **100 marks**

- **1 Principles of Event Design** — 4 classes
  - 1.1 Understanding the Fundamentals of Event Design
  - 1.2 Exploring Key Elements of Event Aesthetics
  - 1.3 Identifying Key Stakeholders and Their Needs
  - 1.4 Applying Logistics Strategies to Enhance Event Flow
- **2 Venue and Resource Management** — 4 classes
  - 2.1 Identifying Suitable Venue Options
  - 2.2 Assessing Venue Capacity and Layout
  - 2.3 Securing Necessary Resources Effectively
  - 2.4 Coordinating Logistics for Seamless Execution
- **3 Implementing Event Logistics** — 4 classes
  - 3.1 Understanding Key Elements of Event Logistics
  - 3.2 Coordinating Event Timelines and Schedules
  - 3.3 Managing On-Site Event Resources
  - 3.4 Problem-Solving Real-Time Event Logistical Challenges
- **1 Introduction to Venue Selection and Layout Design** — 5 classes
  - 1.1 Understanding the Importance of Venue Selection in MICE Operations
  - 1.2 Identifying Key Criteria for Venue Selection
  - 1.3 Exploring Venue Layout Options and Their Impact
  - 1.4 Analyzing Venue Accessibility and Logistics Considerations
  - 1.5 Applying Layout Design Principles to Optimize Event Spaces
- **2 Managing Logistics and Operations** — 5 classes
  - 2.1 Understanding the Role of Logistics in MICE Operations
  - 2.2 Identifying Key Venue Logistics Requirements
  - 2.3 Coordinating Supplier and Vendor Logistics
  - 2.4 Implementing Efficient On-Site Operations Management
  - 2.5 Evaluating and Optimizing Event Logistics Post-Event
- **3 Technology Integration in Venue and Logistics Management** — 5 classes
  - 3.1 Exploring Digital Tools in Venue Management
  - 3.2 Implementing Real-Time Event Communication Systems
  - 3.3 Leveraging Data Analytics for Logistical Efficiency
  - 3.4 Enhancing Visitor Experience with Smart Technologies
  - 3.5 Evaluating Security Technologies for Event Safety
- **4 Sustainability and Risk Management** — 5 classes
  - 4.1 Understanding Sustainability in Venue Management
  - 4.2 Identifying Environmental Impacts and Mitigation Strategies
  - 4.3 Analyzing Risk Factors in Event Logistics
  - 4.4 Implementing Green Practices in Event Planning
  - 4.5 Assessing and Managing Risks for Sustainable Events
- **1 Understanding Event Design and Logistics Frameworks** — 6 classes
  - 1.1 Introducing Event Design Principles
  - 1.2 Analyzing Event Logistics Frameworks
  - 1.3 Exploring Venue Layout and Spatial Planning
  - 1.4 Integrating Technology in Event Operations
  - 1.5 Ensuring Safety and Compliance in Event Logistics
  - 1.6 Applying Event Design and Logistics to Real-World Scenarios
- **2 Venue Selection and Accommodation Management** — 6 classes
  - 2.1 Identifying Key Requirements for Venue Selection
  - 2.2 Analyzing Location and Accessibility Factors
  - 2.3 Evaluating Venue Facilities and Services
  - 2.4 Assessing Accommodation Options and Needs
  - 2.5 Negotiating Contracts and Pricing with Providers
  - 2.6 Coordinating Logistics for Smooth Event Execution
- **3 On-Site Operations and Services Coordination** — 6 classes
  - 3.1 Overview of On-Site Operations in Conferences
  - 3.2 Coordinating Vendor and Supplier Services
  - 3.3 Implementing Efficient Registration Processes
  - 3.4 Managing Event Technology and Equipment Setup
  - 3.5 Ensuring Attendee Safety and Emergency Preparedness
  - 3.6 Evaluating On-Site Service Performance and Improvement
- **4 Supplier and Stakeholder Relationship Management** — 6 classes
  - 4.1 Understanding Supplier Roles and Responsibilities
  - 4.2 Identifying Key Stakeholders in Event Management
  - 4.3 Establishing Effective Communication Channels
  - 4.4 Negotiating Contracts and Agreements
  - 4.5 Building Strong Supplier Relationships
  - 4.6 Evaluating Stakeholder Engagement Outcomes
- **5 Sustainability and Risk Management in Event Logistics** — 6 classes
  - 5.1 Understanding Sustainable Practices in Event Logistics
  - 5.2 Identifying Environmental Risks in Event Operations
  - 5.3 Implementing Waste Reduction Strategies in Events
  - 5.4 Evaluating Carbon Footprint in Event Logistics
  - 5.5 Developing a Risk Management Plan for Sustainable Events
  - 5.6 Best Practices for a Sustainable and Resilient Event Supply Chain
- **13 Event Production Schedules and Run Sheets** — 10 classes
  - 13.1 Role of the Production Schedule in Events
  - 13.2 Working Backwards from Event Day
  - 13.3 Building a Master Critical Path
  - 13.4 Writing a Minute-by-Minute Run Sheet
  - 13.5 Cue Sheets for Speakers and Performers
  - 13.6 Load-In and Load-Out Timings
  - 13.7 Briefing Crew and Volunteers
  - 13.8 Managing Schedule Changes Live
  - 13.9 Communication Tools for Event Control
  - 13.10 Practical Task Preparing a Full Run Sheet
- **14 Staging, Audio Visual and Lighting Basics** — 10 classes
  - 14.1 Stage Types for Conferences and Exhibitions
  - 14.2 Reading a Stage Plot and Floor Plan
  - 14.3 Sound Systems and Microphone Choices
  - 14.4 Projection, LED Screens and Content Formats
  - 14.5 Lighting Design for Meetings and Galas
  - 14.6 Power Supply and Cable Safety
  - 14.7 Interpretation and Translation Equipment
  - 14.8 Hybrid and Livestream Event Set-Up
  - 14.9 Working with Technical Suppliers and Riders
  - 14.10 Practical Task Specifying a Conference Stage
- **15 Catering and Food Safety Coordination for Events** — 10 classes
  - 15.1 Catering Styles for Different Event Types
  - 15.2 Menu Planning for Diverse Delegates
  - 15.3 Dietary, Allergy and Religious Requirements
  - 15.4 Estimating Quantities and Service Timings
  - 15.5 Briefing Caterers and Venue Kitchens
  - 15.6 Food Hygiene and Temperature Control
  - 15.7 Beverage Service and Licensing Checks
  - 15.8 Managing Waste and Surplus Food
  - 15.9 Handling Catering Complaints on Site
  - 15.10 Practical Task Planning a Delegate Catering Schedule
- **16 Delegate Transport, Transfers and Accommodation Blocks** — 10 classes
  - 16.1 Mapping Delegate Arrival and Departure Patterns
  - 16.2 Airport and Station Transfer Planning
  - 16.3 Coach and Shuttle Scheduling
  - 16.4 Negotiating Hotel Room Blocks
  - 16.5 Cut-Off Dates, Attrition and Rooming Lists
  - 16.6 Managing VIP and Speaker Movements
  - 16.7 Parking, Drop-Off Zones and Traffic Permissions
  - 16.8 Tracking Late Arrivals and No-Shows
  - 16.9 Transport Contingency and Breakdown Plans
  - 16.10 Practical Task Building a Transfer Matrix

3

Event Finance, Risk and Safety

22 chapters · 127 classes **100 marks**

- **1 Understanding Risk Assessment in Event Coordination** — 4 classes
  - 1.1 Exploring the Fundamentals of Risk Assessment
  - 1.2 Identifying Potential Risks in Event Coordination
  - 1.3 Evaluating Risk Impact and Probability
  - 1.4 Developing Risk Mitigation Strategies
- **2 Implementing Safety Protocols and Emergency Plans** — 4 classes
  - 2.1 Understanding Safety Protocols: Key Concepts and Definitions
  - 2.2 Identifying Potential Risks: A Step-by-Step Guide
  - 2.3 Developing Emergency Plans: Best Practices and Strategies
  - 2.4 Implementing and Testing Safety Measures: Real-World Applications
- **3 Monitoring and Reviewing Risk Management Practices** — 4 classes
  - 3.1 Understanding Risk Monitoring Frameworks
  - 3.2 Implementing Risk Tracking Techniques
  - 3.3 Evaluating Risk Management Effectiveness
  - 3.4 Adapting Risk Strategies Through Continuous Review
- **1 Financial Analysis Techniques** — 5 classes
  - 1.1 Understanding Financial Statements
  - 1.2 Budgeting for Events
  - 1.3 Cash Flow Management
  - 1.4 Cost Control Strategies
  - 1.5 Financial Reporting Standards
- **2 Risk Assessment in MICE** — 5 classes
  - 2.1 Identifying Potential Risks
  - 2.2 Risk Mitigation Strategies
  - 2.3 Crisis Management Planning
  - 2.4 Insurance for Events
  - 2.5 Legal Considerations in MICE
- **3 Investment Strategies in MICE** — 5 classes
  - 3.1 Evaluating Investment Opportunities
  - 3.2 Return on Investment Analysis
  - 3.3 Funding Sources for Events
  - 3.4 Sponsorship and Partnerships
  - 3.5 Long-term Financial Planning
- **4 Financial Compliance and Ethics** — 6 classes
  - 4.1 Understanding Financial Regulations
  - 4.2 Ethical Fundraising Practices
  - 4.3 Transparency in Financial Reporting
  - 4.4 Fraud Prevention Techniques
  - 4.5 Compliance Audits for Events
  - 4.6 Corporate Social Responsibility in Finance
- **1 Financial Planning for Events** — 6 classes
  - 1.1 Budgeting Techniques for Events
  - 1.2 Cost Analysis and Control
  - 1.3 Revenue Generation Strategies
  - 1.4 Financial Risk Management
  - 1.5 Cash Flow Management
  - 1.6 Financial Reporting for Events
- **2 Sponsorship and Funding** — 6 classes
  - 2.1 Identifying Potential Sponsors
  - 2.2 Creating Sponsorship Proposals
  - 2.3 Negotiating Sponsorship Deals
  - 2.4 Funding Sources for Events
  - 2.5 Measuring Sponsorship ROI
  - 2.6 Building Long-Term Partnerships
- **3 Event Pricing Strategies** — 6 classes
  - 3.1 Understanding Pricing Models
  - 3.2 Dynamic Pricing Techniques
  - 3.3 Discount and Promotion Strategies
  - 3.4 Setting Ticket Prices
  - 3.5 Value Perception in Pricing
  - 3.6 Competitor Pricing Analysis
- **5 Post-Event Financial Evaluation** — 6 classes
  - 5.1 Analyzing Event Financial Performance
  - 5.2 Lessons Learned from Financial Outcomes
- **1 Budgeting Techniques** — 6 classes
  - 1.1 Understanding Budgeting Basics
  - 1.2 Creating a Budget Plan
  - 1.3 Monitoring Budget Performance
  - 1.4 Adjusting Budget Allocations
  - 1.5 Reporting Budget Outcomes
  - 1.6 Budgeting for Events
- **2 Financial Risk Assessment** — 6 classes
  - 2.1 Identifying Financial Risks
  - 2.2 Analyzing Risk Impact
  - 2.3 Mitigation Strategies
  - 2.4 Risk Management Tools
  - 2.5 Evaluating Financial Stability
  - 2.6 Reporting Financial Risks
- **3 Revenue Generation Strategies** — 6 classes
  - 3.1 Identifying Revenue Streams
  - 3.2 Pricing Strategies for Events
  - 3.3 Sponsorship Opportunities
  - 3.4 Merchandising for Events
  - 3.5 Leveraging Partnerships
  - 3.6 Innovative Revenue Models
- **4 Cost Control Measures** — 6 classes
  - 4.1 Understanding Cost Structures
  - 4.2 Implementing Cost Controls
  - 4.3 Analyzing Cost Variances
  - 4.4 Cost-Benefit Analysis
  - 4.5 Negotiating with Vendors
  - 4.6 Reducing Operational Costs
- **5 Financial Reporting and Analysis** — 6 classes
  - 5.1 Understanding Financial Statements
  - 5.2 Preparing Financial Reports
  - 5.3 Analyzing Financial Data
  - 5.4 Key Performance Indicators
  - 5.5 Forecasting Financial Trends
  - 5.6 Communicating Financial Results
- **1 Risk Identification** — 6 classes
  - 1.1 Understanding Risk Types
  - 1.2 Risk Assessment Techniques
  - 1.3 Identifying Vulnerabilities
  - 1.4 Risk Mapping Strategies
  - 1.5 Stakeholder Risk Perception
  - 1.6 Case Studies on Risk Identification
- **2 Risk Mitigation Strategies** — 6 classes
  - 2.1 Developing Mitigation Plans
  - 2.2 Implementing Safety Protocols
  - 2.3 Crisis Communication Plans
  - 2.4 Insurance Options for Events
  - 2.5 Training for Risk Management
  - 2.6 Evaluating Mitigation Effectiveness
- **3 Crisis Management** — 6 classes
  - 3.1 Understanding Crisis Phases
  - 3.2 Crisis Response Teams
  - 3.3 Developing Crisis Plans
  - 3.4 Post-Crisis Evaluation
  - 3.5 Media Management During Crisis
  - 3.6 Lessons Learned from Crises
- **4 Legal and Ethical Considerations** — 6 classes
  - 4.1 Understanding Liability Issues
  - 4.2 Ethical Risk Management Practices
  - 4.3 Regulatory Compliance in Events
  - 4.4 Contractual Obligations and Risks
  - 4.5 Intellectual Property Risks
  - 4.6 Case Studies on Legal Issues
- **5 Monitoring and Review** — 6 classes

4 **International and Sustainable Events** 18 chapters · 120 classes **100 marks**

- **1 Understanding Cultural Dynamics in Events** — 6 classes
  - 1.1 Exploring the Basics of Cultural Dynamics
  - 1.2 Identifying Cultural Differences in Event Contexts
  - 1.3 Analyzing the Impact of Culture on Event Design
  - 1.4 Navigating Communication Styles Across Cultures
  - 1.5 Developing Strategies for Inclusive Event Environments
  - 1.6 Applying Cross-Cultural Competence in Event Management
- **2 Navigating Cultural Sensitivity and Etiquette** — 6 classes
  - 2.1 Understanding Cultural Sensitivity in Event Management
  - 2.2 Identifying Key Cultural Differences in Global Events
  - 2.3 Practicing Cultural Awareness in Event Planning
  - 2.4 Navigating Cross-Cultural Communication Challenges
  - 2.5 Adapting Protocols and Etiquette for Diverse Audiences
  - 2.6 Implementing Inclusive Practices in Event Management
- **3 Designing Inclusive Event Programs** — 6 classes
  - 3.1 Understanding Cultural Sensitivity
  - 3.2 Engaging Diverse Audiences
  - 3.3 Accessibility in Event Planning
  - 3.4 Cultural Representation in Events
  - 3.5 Building Inclusive Event Teams
  - 3.6 Feedback Mechanisms for Inclusivity
- **4 Managing Cross-Cultural Communication** — 6 classes
  - 4.1 Understanding Cultural Dimensions
  - 4.2 Effective Communication Strategies
  - 4.3 Building Cultural Awareness
  - 4.4 Navigating Language Barriers
  - 4.5 Adapting to Cultural Norms
  - 4.6 Conflict Resolution in Multicultural Settings
- **5 Evaluating and Adapting to Multicultural Feedback** — 6 classes
  - 5.1 Understanding Cultural Norms
  - 5.2 Effective Communication Strategies
  - 5.3 Building Cultural Competence
  - 5.4 Managing Diverse Teams
  - 5.5 Feedback Mechanisms Across Cultures
  - 5.6 Conflict Resolution in Multicultural Settings
- **1 Sustainable Event Design** — 6 classes
  - 1.1 Eco-Friendly Venue Selection
  - 1.2 Sustainable Materials Usage
  - 1.3 Waste Management Strategies
  - 1.4 Green Catering Practices
  - 1.5 Carbon Footprint Reduction
  - 1.6 Sustainable Event Signage
- **2 Community Engagement** — 6 classes
  - 2.1 Building Local Partnerships
  - 2.2 Volunteer Management
  - 2.3 Cultural Sensitivity Training
  - 2.4 Community Feedback Mechanisms
  - 2.5 Inclusive Event Practices
  - 2.6 Local Economic Impact
- **3 Sustainable Marketing Strategies** — 6 classes
  - 3.1 Digital Marketing for Sustainability
  - 3.2 Green Branding Techniques
  - 3.3 Social Media Campaigns
  - 3.4 Target Audience Engagement
  - 3.5 Sustainable Sponsorship Models
  - 3.6 Event Promotion Ethics
- **4 Sustainable Technology in Events** — 6 classes
  - 4.1 Virtual Event Solutions
  - 4.2 Energy Efficient Equipment
  - 4.3 Sustainable Event Apps
  - 4.4 Live Streaming Best Practices
  - 4.5 Data Management for Events
  - 4.6 Innovative Tech Solutions
- **5 Post-Event Sustainability** — 6 classes
  - 5.1 Impact Assessment Techniques
  - 5.2 Sustainability Reporting
  - 5.3 Lessons Learned Documentation
  - 5.4 Follow-Up Strategies
  - 5.5 Long-Term Community Benefits
  - 5.6 Future Event Planning
- **1 Evaluation Frameworks** — 6 classes
  - 1.1 Understanding Evaluation Models
  - 1.2 Qualitative vs Quantitative Evaluation
  - 1.3 Setting Evaluation Criteria
  - 1.4 Data Collection Techniques
  - 1.5 Analyzing Evaluation Results
  - 1.6 Reporting Evaluation Findings
- **2 Stakeholder Engagement** — 6 classes
  - 2.1 Identifying Key Stakeholders
  - 2.2 Building Stakeholder Relationships
  - 2.3 Gathering Stakeholder Feedback
  - 2.4 Incorporating Feedback into Strategy
  - 2.5 Communicating Evaluation Outcomes
  - 2.6 Managing Stakeholder Expectations
- **3 Impact Measurement Techniques** — 6 classes
  - 3.1 Defining Impact Metrics
  - 3.2 Longitudinal Studies in Impact
  - 3.3 Case Studies of Successful Events
  - 3.4 Impact Assessment Tools
  - 3.5 Evaluating Social Impact
  - 3.6 Economic Impact Analysis
- **4 Sustainability in Events** — 6 classes
  - 4.1 Defining Sustainable Practices
  - 4.2 Measuring Environmental Impact
  - 4.3 Sustainable Resource Management
  - 4.4 Community Engagement for Sustainability
  - 4.5 Best Practices in Sustainable Events
  - 4.6 Evaluating Sustainability Outcomes
- **5 Future Trends in Evaluation** — 6 classes
  - 5.1 Emerging Technologies in Evaluation
  - 5.2 Data Analytics for Impact Assessment
  - 5.3 Global Trends in Event Evaluation
  - 5.4 Innovations in Evaluation Methods
  - 5.5 Future Challenges in Evaluation
  - 5.6 Adapting to Change in Evaluation
- **16 Building an Event Sustainability Management System** — 10 classes
  - 16.1 Why Events Need a Management System
  - 16.2 Understanding Event Context and Interested Parties
  - 16.3 Setting a Sustainability Policy
  - 16.4 Identifying Significant Event Issues
  - 16.5 Setting Objectives and Targets
  - 16.6 Assigning Roles and Competence
  - 16.7 Controlling Suppliers and Venues
  - 16.8 Documenting Procedures and Records
  - 16.9 Internal Review and Corrective Action
  - 16.10 Practical Task Drafting a Sustainability Plan
- **17 Accessible and Inclusive Events for All Delegates** — 10 classes
  - 17.1 Understanding Disability and Access Needs
  - 17.2 Accessible Tourism Principles for Events
  - 17.3 Inclusive Event Programme Design
  - 17.4 Accessible Communication and Materials
  - 17.5 Accessible Registration and Booking
  - 17.6 Travel and Accommodation for Disabled Delegates
  - 17.7 Assistance Animals and Personal Assistants
  - 17.8 Inclusive Language and Staff Conduct
  - 17.9 Collecting Feedback from Access Users
  - 17.10 Practical Task Auditing an Event for Inclusion

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