

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Introduction to Event Coordination

Workshop Level



LAPT — London Academy of Professional Training

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Reference TT-MET-W • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-MET-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Client Understanding and Engagement 3 chapters · 12 classes 65 marks	
• 1 Fundamentals of Client Needs Analysis in Event Coordination — 4 classes › 1.1 Exploring Client Objectives in Event Planning › 1.2 Identifying Client Preferences and Expectations › 1.3 Communicating Effectively with Clients › 1.4 Customizing Proposals to Meet Client Needs • 2 Building Effective Communication Strategies with Clients — 4 classes › 2.1 Understanding Client Communication Styles › 2.2 Identifying Client Needs through Active Listening › 2.3 Developing Tailored Communication Plans › 2.4 Implementing Feedback Loops for Continuous Engagement	• 3 Implementing Feedback and Adjustments for Client Satisfaction — 4 classes › 3.1 Understanding the Importance of Feedback in Event Coordination › 3.2 Analyzing and Categorizing Client Feedback › 3.3 Developing Strategies for Implementing Client Feedback › 3.4 Evaluating Adjustments to Enhance Client Satisfaction
2 Event Design and Logistics 3 chapters · 12 classes 65 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

3

Event Planning Basics

3 chapters · 12 classes

90 marks

• 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

4

Introduction to the MICE Industry

3 chapters · 12 classes

90 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

5

Risk and Safety Management

3 chapters · 12 classes

65 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

6

Stakeholder Communication

3 chapters · 12 classes

65 marks

• 1 Identifying Key Stakeholders in Event Coordination — 4 classes

- › 1.1 Understanding the Role of Stakeholders in Event Coordination
- › 1.2 Identifying and Categorizing Event Stakeholders
- › 1.3 Analyzing Stakeholder Needs and Expectations
- › 1.4 Mapping Stakeholder Influence and Importance

• 2 Developing Effective Communication Strategies for Stakeholders — 4 classes

- › 2.1 Identifying Key Stakeholders for Event Communication
- › 2.2 Understanding Stakeholder Needs and Expectations
- › 2.3 Crafting Tailored Communication Messages for Stakeholders
- › 2.4 Implementing Feedback Mechanisms to Enhance Stakeholder Engagement

• 3 Managing Stakeholder Engagement and Feedback — 4 classes

- › 3.1 Understanding Stakeholder Needs and Priorities
- › 3.2 Establishing Effective Communication Channels
- › 3.3 Engaging Stakeholders through Collaborative Feedback
- › 3.4 Evaluating and Implementing Stakeholder Feedback

