

EVENT PLANNING AND MANAGEMENT SHORT COURSE

Course Description

This short course is designed for people who are interested learning basic skills in order to boost event operations and management business as well as increase customer satisfaction. The course is ideal for event entrepreneurs and event managers.

Course Objectives

Upon completion of the course, learners should be able to:

- i. Apply fundamental practical skills and knowledge in events operations.
- ii. Compile event menus that cater for the needs of different markets.
- iii. Create visually appealing and memorable event experiences.
- iv. Enhance coordination and organisation of event attendees.
- v. Use basic budgeting skills to run event operations profitably.

Course Content

Content	Details	Duration	Sessions
Event planning	<ul style="list-style-type: none">• Preliminary event details: type of event, time frame for the event, location of the event, event attendees, client's budget• Documentation: event order form, contract• Staffing	2 hours	1
Menu planning and costing	<ul style="list-style-type: none">• Menu balance: Aesthetic balance (colour and shapes), textures, flavors of food, nutritional balance, sociocultural background, client preferences.• Menu costing: direct costs, indirect costs• Purchase/requisition list	2 hours	1
Food presentation	<ul style="list-style-type: none">• Naming/labelling dishes• Visual presentation of food• Garnishing and food art• Food safety and hygiene	14 hours	7

	<ul style="list-style-type: none"> • Serving point arrangement • Food service styles 		
Event decoration and floral arrangement	<ul style="list-style-type: none"> • Creative ribbon decorations • Creative balloon decorations • Creative linen decorations • Creative flower decorations 	20 hours	10
Event seating plans	<ul style="list-style-type: none"> • Furniture • Other equipment • Various seating plans 	10 hours	5
Crowd management	<ul style="list-style-type: none"> • Handling security concerns • Venue capacity • Handling guests with special needs • Safety and first aid facilities 	2 hours	1

Entry Requirements

- 18 years of age and above
- Kiswhili/English proficiency

Mode of Delivery

Weekday program

- Duration: 25 sessions (50 Hours – Monday to Friday)
- Offered between April and August
- Application Fee: Ksh 1,000
- Course Fee: Kshs 25,000.00 (inclusive of materials and Certificate of Achievement)

Weekend program

- Duration: 25 sessions (50 Hours – Saturdays only)
- Offered throughout the year
- Application Fee: Ksh 1,000
- Course Fee: Kshs 25,000.00 (inclusive of materials and Certificate of Achievement)

Fees are Inclusive of

- Chuka University-branded apron

- All training equipment
- Certificate of Achievement

Teaching methods

Class discussion, practical demonstrations, and participation

References

1. Dowson, R., & Bassett, D. (2015). *Event planning and Management: A practical handbook for pr and events professionals*. Kogan Page Publishers.
2. Allen, J., Harris, R., Jago, L., Tantrai, A., Jonson, P., & D'Arcy, E. (2022). *Festival and special event management*. John Wiley & Sons.
3. Dowson, R., Albert, B., & Lomax, D. (2022). *Event planning and management: Principles, planning and practice*. Kogan Page Publishers.
4. Cousins, J., Lillicrap, D., & Weekes, S. (2014). *Food and beverage service*. Hachette UK.
5. Foskett, D., Paskins, P., Pennington, A., & Rippington, N. (2016, May 27). *The Theory of Hospitality & Catering (Illustrated)*. Hodder Education.
6. Foskett, D., Paskins, P., Rippington, N., & Thorpe, S. (2019, June 28). *Practical Cookery 14th Edition*. Hodder Education.

List of Academic Staff

Name	Qualification
Prof. Fwaya, E. O. (Ph.D.)	Ph.D. in Hotel Mgt, Masters in Hotel Mgt & Bachelors Hotel and Institutional Mgt, (Maseno University)
Dr. Muriuki, L.M. Ph.D.	Ph.D. in Tourism Mgt. (Chuka), MTM, BTM, Moi University
Ngacha, J. W.	MSc. in Hospitality Mgt, Kenyatta University, MBA (Mgt) Baraton, BSc. Hotel and Institutional Mgt, (Maseno University)
Musyoki, J. M.	Master of Hospitality Management, Bachelor of Hotels and Hospitality Mgt (Moi University),
Kinyua, C. W.	Masters in Hospitality Management, Bachelor of Hotels and Hospitality Mgt (Moi University)
Kihui, J.	Master in Hotel Management, Bachelor in Hotel and Catering Management
Ms. Judy Mwikali	Bsc. Hospitality and Tourism Management (KU); Diploma in Catering and Accommodation Management (TUK).