SAFARI HOSPITALITY ACADEMY ONLINE

Events Planning and Management



Effort level
20 days,
8 hours per day

Duration
4 weeks

Admission requirements
16 years and older

Recognition upon completion
Certifcate & Digtal Badge

Overview

This course aims to offer participants a thorough grasp of the events industry, specifically in the context of safari lodges. It emphasises the distinct challenges and advantages of organising and overseeing events in a unique setting. Participants will explore fundamental concepts, including “The Event Triangle and Bidding Process”, planning and executing various event types and maintaining exceptional service, organising protocols and managing risks.

Learning outcomes

- Understand the uniqueness of planning events in safari lodge settings.
- Master the “Event Triangle and Bidding Process”.
- Gain proficiency in planning different types of events in remote locations.
- Achieve a high level of service excellence, programming procedures and risk management.

Course content includes

This short learning course encompasses topics to equip you with the knowledge and skills needed for successful event management within safari lodge settings. You will first gain an understanding in the unique logistical and environmental challenges and opportunities for planning events in such unique locations. The course explores the Event Triangle model, emphasising its application in the bidding, planning and execution phases of events.

You will learn how to create compelling bid proposals, negotiate contracts and secure events effectively in a competitive market. The course lets you plan and organise various events suitable for safari lodge settings, such as retreats, adventure trips and eco-friendly conferences. Special attention is given to budgeting, staffing and resource allocation tailored to the specific requirements of safari lodge environments.

Moreover, you will master the art of executing well-coordinated events by following standard and specialised procedures, ensuring seamless and efficient activities. The course emphasises best practices for high service quality, guest satisfaction and overall event success.
Risk management is crucial and you will learn to implement robust plans addressing the unique challenges of safari lodge locations, including weather conditions, wildlife encounters and medical emergencies. Effective event promotion is covered, focusing on utilising traditional and digital marketing strategies to attract a target audience interested in safari lodge experiences.

Feedback collection and analysis are essential skills that help you assess event success and identify areas for improvement. Ethical considerations and compliance with relevant laws and regulations, especially those specific to natural or protected areas, are emphasised throughout the course.

Finally, a critical component of this course is the promotion of environmentally responsible practices in event planning and execution to minimise ecological impact in safari lodge areas. By the end of this course, you will be well-prepared to excel in event management within safari lodge settings, considering both the unique challenges and the potential for memorable, sustainable events.