



THE  
**events**  
ACADEMY

THE BUSINESS OF EVENTS COURSE

## ABOUT THE COURSE

This eight-week workshop-style course provides foundational knowledge of running a successful events and events planning business.

The course covers key business areas, i.e. business planning, financial management, sales and marketing, client management, human resources, and business governance. The skills we share have been gained from our entrepreneurial experience of a running successful leading events planning brand, Waridi Events.

## TOPICS

- Assessing your event business.
- Planning for your business.
- Managing your business finances.
- Marketing your business.
- How to develop simple operations for your business
- Client management.
- Hiring for your business.
- How to create accountability structures for your business.

## COURSE STRUCTURE

The course is a two-month well-structured course delivered through physical lectures and group coaching sessions. Throughout the course, we will guide you to work on various aspects of your business through an activity workbook that helps you implement the knowledge and skills gained practically into your business.

Each course module tackles one aspect of running and managing an event business. At the end of your training, you will receive a certificate and an easy to execute business plan for your business.

## LEARNING OUTCOMES

- Assess your current business performance and identify areas of improvement.
- Create simple, effective and measurable goals for your business.
- Manage your business cashflows, increase your business profitability and price your services and products correctly.
- Create a brand that speaks to your ideal customer.
- Market your business.
- Set up systems that allow you to gain your freedom as an entrepreneur
- Manage business risk and create contracts for your business
- Develop your client relationships
- Hire and effectively manage your team
- Build a board of advisors & mentors

## COURSE DURATION & FORMAT

The course duration is two months. The course is delivered via a physical class. The physical workshop style classes are 2-3 hours long and are held every Thursday from 10:00 am-12:00 pm.

Our physical classes will be held at iHit Kenya ( Former Iran Embassy) on Dennis Pritt Road.

## COURSE FEES & PAYMENT

The physical class fee is KES 46,500

You can pay either via debit/ credit or via Mpesa. Once your enrollment process is complete, the payment details will be provided in an invoice.

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### **Course Enrollment**

Should you wish to sign up for the course send an email to [class@theevents.academy](mailto:class@theevents.academy) or call us on 0708-071871. A member of our team will instruct you on the next steps.



## **CONTACTS**

Need to speak directly to us?

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