



Republic of the Philippines

# Department of Education

DepEd Complex, Meralco Avenue, Pasig City

**STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM**  
**EVENTS MANAGEMENT SERVICES**  
**Grade 11/12**

**Course Description:**

This course is designed to equip learners with skills in planning, handling challenges, communicating to vendors promote events, and ensure budget efficiency to guarantee successful event outcomes. Through hands-on experience, learners will practice the dynamic of managing events. After completing the course, learners may obtain National Certifications level III in Events Management Services, pursue higher education and careers relative to the tourism industry.

**Elective:** Technical Professional

**Prerequisite:** None

**Time Allotment:** In Grade 11, 320 hours for two semesters, 8 hours per week. In Grade 12, 320 hours for one semester, 16 hours per week

**Schedule:** First/Second Semester

**QUARTER I**

<b>Content Standard</b>	The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.	
<b>Performance Standard</b>	The learners conceptualize event plans by preparing event proposals and budgets.	
<b>LEARNING COMPETENCIES</b>		<b>CONTENT</b>
1. Discuss the history and evolution of event management.	Foundational Concepts of Events Management <ul style="list-style-type: none"> <li>• History and evolution of event management</li> <li>• Types of events               <ul style="list-style-type: none"> <li>○ personal</li> <li>○ social</li> <li>○ cultural</li> <li>○ sporting</li> <li>○ virtual and hybrid</li> </ul> </li> <li>• MICE (Meetings, Incentives, Convention and Exhibition)               <ul style="list-style-type: none"> <li>• Conference management                   <ul style="list-style-type: none"> <li>○ managing speaker schedules and presentations</li> <li>○ facilitating Q&amp;A sessions and panel discussions</li> <li>○ coordinating audio-visual equipment and technical support</li> </ul> </li> <li>• Incentive travel</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ organizing group activities and excursions</li> <li>○ managing transportation and accommodation</li> <li>○ providing excellent customer service</li> <li>● Meetings and conventions <ul style="list-style-type: none"> <li>○ managing meeting rooms and breakout sessions</li> <li>○ coordinating catering and coffee breaks</li> <li>○ providing necessary amenities and supplies</li> </ul> </li> <li>● Exhibitions and trade shows <ul style="list-style-type: none"> <li>○ booth setup and dismantling</li> <li>○ managing exhibitor relations</li> <li>○ coordinating lead generation and sales activities</li> </ul> </li> </ul>
<p>2. Identify career opportunities in events management.</p>	<p>Career Paths and Opportunities</p> <ul style="list-style-type: none"> <li>● Core event management roles <ul style="list-style-type: none"> <li>○ event planner</li> <li>○ event coordinator</li> <li>○ event manager</li> <li>○ event designer</li> </ul> </li> <li>● Specialized event management roles <ul style="list-style-type: none"> <li>○ wedding planner</li> <li>○ corporate event planner</li> <li>○ conference planner</li> <li>○ festival and event producer</li> <li>○ trade show manager</li> <li>○ meeting planner</li> </ul> </li> <li>● Related career paths <ul style="list-style-type: none"> <li>○ public relations specialist</li> <li>○ sales and sponsorship manager</li> <li>○ venue manager</li> <li>○ catering manager</li> <li>○ multimedia artist</li> <li>○ Key skills and qualifications for event management</li> </ul> </li> </ul>

3. Explain the importance of event concepts and themes in preparing an event proposal.

Prepare a SOAR analysis for the event proposal.

#### Goal Setting for the Event Concept and Theme

- Understanding the difference between a concept and a theme
- Importance of clear and concise goal-setting
- SMART goals for events
- Importance of a strong event concept
- Audience analysis and target market
  - age, sex, income, education level, and profession
  - cultural, social, and regional factors
  - geographic location and accessibility need
  - psychographic profiles: interests, values, and lifestyle
- Brainstorming techniques for generating event concepts
  - mind mapping/ brainstorming sessions
  - SOAR analysis
  - mood board
- Elements of a creative event design
  - atmosphere: theme, mood, and tone
  - visual impact: colors, textures, and patterns
  - unique guest experiences
  - interactivity
  - personalization
- Principles of design
  - balance
  - proportion
  - contrast
  - unity
  - emphasis
- Maximizing venue potential
  - layouts
  - lighting
  - decorations
- Characteristics of a strong concept
  - relevance

	<ul style="list-style-type: none"> <li>○ originality</li> <li>○ feasibility</li> <li>○ alignment with goals</li> <li>● Event components influenced by the theme <ul style="list-style-type: none"> <li>○ venue selection and layout.</li> <li>○ branding materials (logos, invitations, signage)</li> <li>○ entertainment and activities</li> </ul> </li> <li>● Consistency across all elements <ul style="list-style-type: none"> <li>○ food</li> <li>○ ambiance</li> <li>○ attire</li> <li>○ guest experience</li> </ul> </li> </ul>
<p>5. Prepare a budget allocation for an event.</p>	<p>Budget allocation</p> <ul style="list-style-type: none"> <li>● Introduction to budgeting in events <ul style="list-style-type: none"> <li>○ importance of a financial planning for small and large-scale events</li> </ul> </li> <li>● Event budgets <ul style="list-style-type: none"> <li>○ corporate events</li> <li>○ personal</li> <li>○ social</li> <li>○ cultural</li> <li>○ sporting</li> <li>○ virtual and hybrid</li> </ul> </li> <li>● Event costs <ul style="list-style-type: none"> <li>○ direct costs: venue rental, catering, AV equipment.</li> <li>○ wages, decoration, and accessories</li> <li>○ indirect costs: staff training, promotional materials</li> </ul> </li> <li>● Identifying hidden costs <ul style="list-style-type: none"> <li>○ taxes</li> <li>○ permits</li> <li>○ overtime labor</li> </ul> </li> <li>● Cost-Control techniques <ul style="list-style-type: none"> <li>○ negotiation with vendors</li> <li>○ resource pooling and sponsorships</li> <li>○ contingency planning for unexpected expenses</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Expenses <ul style="list-style-type: none"> <li>○ venue rental</li> <li>○ insurance</li> <li>○ permits</li> <li>○ marketing</li> <li>○ suppliers</li> <li>○ other expenses <ul style="list-style-type: none"> <li>○ catering</li> <li>○ materials</li> <li>○ labor</li> <li>○ transportation</li> <li>○ contingency fund</li> </ul> </li> </ul> </li> <li>• Importance of understanding expenses and other expenses in event management</li> <li>• Importance of resource allocation <ul style="list-style-type: none"> <li>○ efficient use of financial, human, and material resources</li> </ul> </li> <li>• Cost-Saving strategies in event planning <ul style="list-style-type: none"> <li>○ negotiating with vendors</li> <li>○ leveraging sponsorships and partnerships</li> <li>○ bulk purchasing and early bookings</li> </ul> </li> <li>• Common areas for cost savings</li> <li>• Resource allocation techniques <ul style="list-style-type: none"> <li>○ prioritizing resources based on event goals</li> <li>○ reusing and recycling event materials</li> <li>○ maximizing staff responsibility to obtain staff allocation</li> </ul> </li> </ul>
<p>6. apply the key elements of event branding in preparing an event proposal.</p>	<p>Event Branding</p> <ul style="list-style-type: none"> <li>• Key elements of event branding <ul style="list-style-type: none"> <li>○ name</li> <li>○ logo</li> <li>○ tagline</li> <li>○ color scheme</li> </ul> </li> <li>• Role of branding in event marketing</li> <li>• Steps in developing an event brand</li> </ul>

	<ul style="list-style-type: none"> <li>○ defining the event’s vision, mission, and values</li> <li>○ researching audience demographics and preferences</li> <li>○ establishing a unique selling proposition</li> <li>● Visual and verbal identity <ul style="list-style-type: none"> <li>○ designing logos</li> <li>○ selecting fonts</li> <li>○ creating slogans</li> </ul> </li> <li>● Applications of branding in event components <ul style="list-style-type: none"> <li>○ venue design and layout</li> <li>○ digital and print marketing materials</li> <li>○ branded merchandise and giveaways</li> </ul> </li> <li>● Brand consistency <ul style="list-style-type: none"> <li>○ tickets</li> <li>○ stage design</li> <li>○ menus</li> </ul> </li> <li>● Measuring branding effectiveness <ul style="list-style-type: none"> <li>○ audience recall</li> <li>○ feedback</li> <li>○ post-event surveys</li> </ul> </li> </ul>
<p>7. Prepare an event proposal based on the client's preference.</p>	<p>Proposal Writing: Key Details to Include in Your Event Proposal</p> <ul style="list-style-type: none"> <li>● Event overview <ul style="list-style-type: none"> <li>○ event title</li> <li>○ event date and time</li> <li>○ event location</li> <li>○ event type</li> <li>○ event theme</li> </ul> </li> <li>● Event objectives <ul style="list-style-type: none"> <li>○ primary goal</li> <li>○ secondary goals</li> <li>○ measurable outcomes</li> </ul> </li> <li>● Target audience <ul style="list-style-type: none"> <li>○ demographics</li> <li>○ size</li> </ul> </li> <li>● Event schedule <ul style="list-style-type: none"> <li>○ timeline</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ agenda</li> <li>● Budget <ul style="list-style-type: none"> <li>○ estimated costs</li> <li>○ revenue sources</li> </ul> </li> <li>● Marketing and promotion <ul style="list-style-type: none"> <li>○ marketing strategy</li> <li>○ promotional materials</li> </ul> </li> <li>● Logistics <ul style="list-style-type: none"> <li>○ venue</li> <li>○ catering</li> <li>○ AV Equipment</li> <li>○ staffing</li> <li>○ security</li> <li>○ emergency procedures</li> </ul> </li> <li>● Risk management <ul style="list-style-type: none"> <li>○ potential risks</li> <li>○ contingency plans</li> </ul> </li> <li>● Evaluation <ul style="list-style-type: none"> <li>○ post-event evaluation</li> </ul> </li> <li>● Team and responsibilities <ul style="list-style-type: none"> <li>○ event team</li> <li>○ responsibilities</li> </ul> </li> </ul>
<p>8. Develop a contingency plan for potential risks in an event</p>	<p>Contingency Planning</p> <ul style="list-style-type: none"> <li>● Role of contingency plans in event success <ul style="list-style-type: none"> <li>○ creating backup plans for high-priority risks</li> <li>○ resource allocation for emergencies</li> </ul> </li> <li>● Guide to contingency planning <ul style="list-style-type: none"> <li>○ risk prioritization</li> <li>○ response strategies for high-impact risks</li> <li>○ allocating resources for contingencies</li> <li>○ strategies for adapting to unforeseen changes</li> <li>○ risk management and insurance</li> <li>○ identifying potential risks associated with contractors</li> <li>○ requiring adequate insurance coverage</li> <li>○ developing contingency plans</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Communicating contingency plans to stakeholders <ul style="list-style-type: none"> <li>○ internal and external communication strategies</li> <li>○ role of briefing sessions and documentation</li> </ul> </li> </ul>
<p>9. Simulate event proposals and bidding.</p>	<p>Presenting Event Proposals and Bidding</p> <ul style="list-style-type: none"> <li>• Understanding the audience: <ul style="list-style-type: none"> <li>○ identifying the decision-makers and their priorities</li> <li>○ tailoring the presentation to their specific needs and interests</li> </ul> </li> <li>• Crafting a compelling narrative <ul style="list-style-type: none"> <li>○ develop a clear and concise story that highlights the value proposition</li> <li>○ using storytelling techniques to engage the audience</li> </ul> </li> <li>• Structuring the presentation <ul style="list-style-type: none"> <li>○ creating a logical flow and organizing the content effectively</li> <li>○ using a clear and concise structure (introduction, body, and conclusion)</li> </ul> </li> <li>• Effective use of visual aids: <ul style="list-style-type: none"> <li>○ designing visually appealing slides and handouts</li> <li>○ using visuals to support key points and enhance understanding</li> </ul> </li> <li>• Handling questions and objections <ul style="list-style-type: none"> <li>○ preparing for potential questions and objections</li> <li>○ responding confidently and professionally</li> </ul> </li> </ul>

## QUARTER 2

<b>Content Standard</b>	The learner demonstrates an understanding of developing event programs and selecting appropriate venues.
<b>Performance Standard</b>	The learner applies knowledge on developing event programs and selecting appropriate venues.
LEARNING COMPETENCIES	CONTENT
developing an event program in preparing for an event.	<p>Event Program Development</p> <ul style="list-style-type: none"> <li>• Creating a visually appealing program             <ul style="list-style-type: none"> <li>○ designing a professional-looking program booklet or digital program</li> <li>○ including essential information (speaker bios, session descriptions, schedules, and maps)</li> </ul> </li> <li>• Flow and structure of program             <ul style="list-style-type: none"> <li>○ sequencing activities to maximize attendee engagement</li> <li>○ balancing different types of sessions (keynote speeches, workshops, and panel discussions)</li> </ul> </li> <li>• Timeline             <ul style="list-style-type: none"> <li>○ determining appropriate durations for each session</li> <li>○ building in buffer time for unforeseen circumstances</li> <li>○ creating a timeline for each day of the event.</li> <li>○ assigning specific times for each session and activity.</li> </ul> </li> <li>• Selecting resource person/guest             <ul style="list-style-type: none"> <li>○ identifying potential speakers based on expertise and relevance</li> <li>○ inviting and confirming speakers</li> </ul> </li> <li>• Designing engaging session formats             <ul style="list-style-type: none"> <li>○ choosing appropriate formats (keynote speeches, panel discussions, workshops)</li> <li>○ developing interactive activities to involve the audience.</li> </ul> </li> </ul>

2. site a venue selection checklist for events.

#### Site and Venue Selection

- Understanding the event needs
  - identifying the required space, facilities, and amenities.
  - considering the target audience and their preferences.
- Importance of site visits
  - inspecting the venue to assess its suitability
  - identifying potential challenges and opportunities
- Factors influencing site selection
  - location, accessibility, capacity, budget, and availability
  - importance of house rules of venue
  - using online tools and databases
  - consulting with industry professionals, and event planners.
- Evaluating venue suitability
  - assessing the venue's capacity, layout, and technical capabilities.
  - considering the venue's ambiance, and aesthetic appeal.
- Negotiating with venue providers
  - understanding contract terms and conditions
  - negotiating favorable rates and additional services
- Safety and security measures
  - assessing the venue safety and security measures
  - developing emergency plans and evacuation procedures
- Accessibility for people with special needs
  - ensuring compliance with accessibility regulations
  - providing accommodation for attendees with special needs

### QUARTER 3

<b>Content Standard</b>	The learners demonstrate an understanding of legal regulatory requirements in managing events.
<b>Performance Standard</b>	The learners prepare legal documents needed in managing events.
LEARNING COMPETENCIES	CONTENT
1. Discuss the legal and regulatory requirements of different events	<p>Legal Basis and Frameworks in Event Management</p> <ul style="list-style-type: none"> <li>• Republic Act No. 9514: Revised Fire Code of the Philippines of 2008</li> <li>• Republic Act No. 10173: Data Privacy Act of 2012</li> <li>• Republic Act No. 11313: Safe Space Act</li> <li>• Republic Act No. 8293: Intellectual Property Code of the Philippines</li> <li>• Republic Act No. 9003: Ecological Solid Waste Management Act of 2000</li> <li>• Role of legal frameworks in ensuring compliance</li> <li>• Importance of legal compliance             <ul style="list-style-type: none"> <li>○ avoiding legal issues and penalties</li> <li>○ protecting the event organizer and attendees</li> <li>○ maintaining a positive reputation</li> </ul> </li> <li>• Contract Law             <ul style="list-style-type: none"> <li>○ types of contracts in event management (venue rental, vendor agreements, and artist contracts)</li> <li>○ key elements of a contract (offer, acceptance, and consideration)</li> <li>○ breach of contract and remedies</li> <li>○ force majeure clauses</li> </ul> </li> <li>• Licensing and permits</li> <li>• required licenses and permits for different types of events (public</li> </ul>

gatherings, alcohol service, and music performances)

- application process and timelines
- fees and regulations
- noise
- occupancy
- fire safety
- environmental permits
- steps to secure permits from local authorities
- special licenses (alcohol sales, food handling, and entertainment)
- local event regulation
- Intellectual Property Rights
  - copyright, trademark, and patent laws
  - protecting original content and designs
  - licensing music and other intellectual property
- Health and Safety Regulations
  - Occupational Health and Safety (OHS) standards
  - fire safety regulations
  - food safety regulations
  - emergency procedures and evacuation plans
- Labor Laws and Regulations
  - employment contracts and labor standards
  - minimum wage and overtime laws
  - workers' compensation insurance
  - Key elements of contracts
- terms
- conditions
- liability clauses
- Insurance
  - types of insurance for events (public liability, property damage, and cancellation insurance)
  - coverage limits and deductibles

	<ul style="list-style-type: none"> <li>○ claims procedures</li> <li>● Data Privacy and Protocol Law <ul style="list-style-type: none"> <li>○ collecting and storing personal information</li> </ul> </li> <li>● Consumers Protection Law</li> <li>● Taxation /financial compliance</li> <li>● data protection regulations (e.g., GDPR, CCPA)</li> <li>● cybersecurity measures to protect sensitive data</li> </ul>
<p>2. Explain the ethical considerations in event management.</p> <p>3. develop checklist of legal documents for an event.</p>	<p>Ethical Considerations</p> <ul style="list-style-type: none"> <li>● Transparency and honesty <ul style="list-style-type: none"> <li>○ clear communication</li> <li>○ honest representation</li> <li>○ ethical marketing</li> </ul> </li> <li>● Fairness and equity <ul style="list-style-type: none"> <li>○ inclusive practices</li> <li>○ fair compensation</li> <li>○ ethical sourcing</li> </ul> </li> <li>● Environmental responsibility <ul style="list-style-type: none"> <li>○ sustainable practices</li> <li>○ local sourcing</li> <li>○ carbon footprint reduction</li> </ul> </li> <li>● Categories of legal frameworks <ul style="list-style-type: none"> <li>○ contracts</li> <li>○ permits</li> <li>○ intellectual property</li> <li>○ labor laws</li> </ul> </li> <li>● Types of contracts in event management <ul style="list-style-type: none"> <li>○ venue agreements.</li> <li>○ service provider contracts</li> </ul> </li> <li>● Legal challenges and dispute resolution <ul style="list-style-type: none"> <li>○ breach of contract</li> <li>○ safety violations</li> <li>○ intellectual property disputes.</li> </ul> </li> <li>● Dispute resolution Strategies <ul style="list-style-type: none"> <li>○ mediation</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ arbitration</li> <li>○ litigation</li> </ul>
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#### QUARTER 4

<b>Content Standard</b>	The learners demonstrate an understanding of managing events
<b>Performance Standard</b>	The learners manage an event
LEARNING COMPETENCIES	CONTENT
1. Discuss managing contractors for an event	<p>Contractor Management and Protocol</p> <ul style="list-style-type: none"> <li>• The role of contractors in event planning <ul style="list-style-type: none"> <li>○ defining the scope of work for each contractor</li> <li>○ selecting and hiring qualified contractors</li> </ul> </li> <li>• Effective communication with contractors <ul style="list-style-type: none"> <li>○ establishing clear communication channels</li> <li>○ setting expectations and deadlines</li> <li>○ resolving conflicts and issues promptly</li> </ul> </li> <li>• Selecting contractors <ul style="list-style-type: none"> <li>○ identifying contractor needs</li> <li>○ creating a Request for Proposal (RFP)</li> <li>○ evaluating proposals and selecting contractors</li> <li>○ negotiating contracts and setting terms</li> </ul> </li> <li>• Managing contractor relationships <ul style="list-style-type: none"> <li>○ building strong relationships with contractors</li> <li>○ setting clear expectations and timelines</li> <li>○ monitoring contractor performance</li> <li>○ resolving disputes and issues</li> </ul> </li> <li>• Payment and invoicing <ul style="list-style-type: none"> <li>○ establishing payment terms and schedules</li> <li>○ processing invoices and payments promptly</li> <li>○ tracking expenses and budgets</li> </ul> </li> </ul>
2. Execute an even following contractor protocols	<p>Managing Indoor Event</p> <ul style="list-style-type: none"> <li>• Roles of staff, volunteers, and vendors <ul style="list-style-type: none"> <li>○ registration</li> </ul> </li> </ul>

- logistics
- catering
- tech support
- Pre-event preparation (ingress)
  - finalizing the event plan and timeline
  - coordinating with vendors and suppliers
  - conducting site visits and inspections
  - preparing the event site (staging, lighting, sound, etc.)
  - creating a detailed event schedule
- Event Execution
- Egress
  - managing how people exit a venue safely during or after an event
  - monitoring data leaving a system during an event or incident
  - Effective coordination techniques
    - briefing sessions: pre-event and on-site
    - creating and sharing detailed schedules and contact lists
  - Tools for communication
    - walkie-talkies, apps, and group messaging platforms
    - creating shared documents for real-time updates
  - Handling last-Minute changes
    - strategies for dealing with vendor delays, absenteeism, and emergencies
    - addressing misunderstandings or disagreements professionally

#### Guest and Crowd Dynamics

- identifying types of attendees
- VIPs
- general audiences
- with special needs

	<ul style="list-style-type: none"> <li>• Importance of effective guest and crowd management</li> <li>• Determining maximum venue capacity and ideal crowd distribution</li> <li>• Designing smooth registration processes, security checkpoints, and flow of arrivals and departures</li> <li>• Assigning zones, seating arrangements, and VIP areas Providing accommodations for guests with disabilities and other specific needs</li> </ul> <ul style="list-style-type: none"> <li>• Importance of clear directional signs and maps</li> <li>• Roles and responsibilities of security personnel and crowd marshals</li> <li>• Managing evacuations, medical emergencies, and unexpected situations</li> </ul> <p>Post-Event Evaluation</p> <ul style="list-style-type: none"> <li>• collecting feedback from attendees, speakers, and vendors</li> <li>• analyzing event data and performance metrics</li> <li>• identifying areas for improvement <ul style="list-style-type: none"> <li>▪ documenting lessons learned for future events</li> </ul> </li> </ul>
	<p>Managing Outdoor Events</p> <ul style="list-style-type: none"> <li>• Challenges of outdoor events <ul style="list-style-type: none"> <li>○ weather considerations</li> <li>○ site preparation and logistics</li> <li>○ security and safety concerns</li> </ul> </li> <li>• Importance of detailed planning <ul style="list-style-type: none"> <li>○ contingency planning for unexpected events</li> <li>○ effective communication and coordination</li> <li>○ risk assessment and mitigation strategies</li> </ul> </li> <li>• Site selection and preparation <ul style="list-style-type: none"> <li>○ identifying suitable outdoor venues</li> <li>○ assessing site conditions (terrain, weather, and accessibility)</li> </ul> </li> <li>• Site Layout and Staging</li> </ul>

- Permits and Licenses
- Infrastructure Requirements (power, water, and sanitation)
- Weather Considerations
  - monitoring weather forecasts and developing contingency plans
  - providing adequate shelter and protection from the elements
  - adjusting the event schedule based on weather conditions
- Security and safety
  - crowd control and crowd management
  - emergency procedures and evacuation plans
  - first aid and medical services
  - security personnel and surveillance
- Logistics and operations
  - transportation and parking
  - vendor coordination and management
  - equipment setup and breakdown
  - waste management and recycling
- Food and beverage
  - catering services and food safety
  - beverage stations and bar setups
  - waste disposal and recycling
- Entertainment and activities
  - scheduling performances and activities
  - managing stage setups and sound systems
  - coordinating with performers and entertainers
- Post-Event cleanup and debriefing
  - cleaning the site and removing waste
  - disassembling structures and equipment
  - evaluating the event's success and identifying areas for improvement

3. Prepare a portfolio of an event	<ul style="list-style-type: none"> <li>• Event portfolio</li> </ul>
4. Manage an event	<ul style="list-style-type: none"> <li>• Managing an event</li> </ul>

## **GLOSSARY**

**Ambiance** - atmosphere or mood created by an event's decor, lighting, music, and other sensory elements.

**Bid** - a detailed proposal submitted to secure an event project or partnership

**Budget** - a financial plan detailing the allocation of resources for an event

**Client** - an individual or organization commissioning the event

**Contract** - a legally binding agreement outlining terms between event organizers and other parties, such as vendors or clients

**Coordinator** - a key staff member responsible for organizing and managing specific aspects of the event

**Corporate Events business** - related events such as conferences, seminars, and workshops

**Digital Assets** - digital materials like images, videos, and logos used for event branding or promotion

**Event Concept** - the overarching idea or theme that shapes the event's design and execution

**Event Proposal** - a document detailing the event's concept, budget, logistics, and other elements for approval or bidding

**Event Protocol** - guidelines and practices specific to event etiquette, particularly for formal occasions

**Format** - the structural setup or arrangement of an event, such as hybrid, in-person, or virtual

**Geographic Location** - the physical site where the event is held, considering accessibility and regional factors

**Hybrid Events** - events that combine in-person and virtual participation

**Key Stakeholders** - individuals or groups with a significant interest or influence in an event, such as clients, sponsors, and attendees

**Legal Obligations** - requirements enforced by law, such as obtaining permits or adhering to safety protocols

**Logistics** - a detailed coordination of resources, equipment, and services needed for an event

**Non-Profit Events** - events organized to support charitable causes or community initiatives

**On-Site Management** - real-time coordination of event operations, ensuring everything runs smoothly during the event

**Permits** - official permissions required for certain activities or setups during an event

**Post-Event Activities** - tasks such as feedback collection, breakdown, and evaluation after the event ends

**Proposal Structure** - an organization of an event proposal, including sections like concept, budget, timeline, and logistics

**Risk Management** - the identification and mitigation of potential risks in event planning or execution

**Scope** - and extent or range of activities and objectives for an event

**Social Events** - personal celebrations such as weddings, birthdays, and reunions

**Stakeholders** - all individuals or groups involved in or affected by the event

**Staging** - setup, and arrangement of elements like lighting, sound, and decor at the event venue

**Timeline** - schedule outlining key milestones and deadlines for the event

**Virtual Events** - events conducted entirely online using digital platforms

## REFERENCES

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## EQUIPMENT AND MATERIALS

<b>EQUIPMENT</b>	<b>MATERIALS</b>
White Board with colored markers	Pen and Pencils
Desktop Computer with internet access	Paper, yellow pads
Computer printer	List of venues in the locality, ex. Multi-purpose halls, restaurants, halls, sports arenas, auditoria
Phone with modem	List of suppliers in the locality, ex. Lodging establishments, restaurants, caterers, transportation companies, tours and travel agencies
Facsimile machine	Membership list of the local chamber of commerce and industries
Standard office furniture's and furnishings- desks, chairs, dividers, counter	Event kit or handouts
Wall clock	List of emergency contact number
Any other equipment necessary in specific location	Events forms-registration, cards, name tags, event program
Proper communication tools (radio, handset, mobile phone)	
Flash lights (for evening events)	List of venue personnel
Bullhorn	List of delegates/participants