

About Us

The **Caribbean Polytechnic Institute (CPI)** was established in October, 2003. The institute offers professional development and continuing education courses in a wide range of disciplines that promote career development. CPI provides courses that are interesting, practical and relevant to national and global needs. Its parent company **Sustainable Alternatives Limited (SAL)** was incorporated in April 1999 has been provided training to a wide range of corporate clients. Sal has also fostered successful collaborations with the Bureau of Standards, College of Agriculture Science and Education, The Food Storage and Prevention of Infestation D and NCTVET a division of the HEART Trust/NTA.



Commonwealth Education Online



For further information
Contact

Caribbean Polytechnic Institute
Tel: 765-2471; mobile: 3665375
E-mail: info@captech.edu.jm
Web: www.captech.edu.jm
www.coursecatalog.com/cpi



Event Planning and Promotions



Event Planning and Promotion

Learn how to create, designs, and coordinate special events for corporate and entertainment purposes:

Course Topics

- Organise and Plan an Event (conferences, exhibitions etc.)
- Define Key Processes involved in Staging an Event
- Printed Materials for Advertising and Promotions
- Selling Skills (Personal Contact, Dress Code and Image)
- Information Gathering and Evaluation of own performance and success of the event



Assessment



The assessment is done by assignment. The assignment is an extended piece of work (written report), which brings together the various skills and knowledge contained in each course.

The Assignment

The assignment involves the planning and promotion of an event. This may be incorporated into the candidate's actual work experience.

Target Group - Marketing and Promotions Personnel, Public Relations and Product Development personnel as well as any one interested in the field.



Dates: Start Date: (See Calendar for date and time)

Cost: \$23,500.00

Registration Fee: \$1000.00

