

Technical staff

[MKT309] *Event management*...defined 'Events as occurrences to communicate messages to target audience'.

Kotler

[MKT309] When securing a venue for an event, *Location*.....is the most important consideration.

Budget

[MKT309] Event management is an application of *Project management* to the creation development and execution of events.

Project management

[MKT309] *Corporate governance*...is a process by which companies are directed and controlled.

Corporate governance

[MKT309] *Event analysis*...is the first step in the analysis of events.

Select events for analysis

[MKT309] *SWOT analysis*...is a strategic planning tool used to identify and analyse different factors involved in events.

SWOT

[MKT309] The following are types of events, except;

Examination

[MKT309] *Political events*...events are gatherings where people of similar political beliefs assemble.

Political

[MKT309] Event management consists of *5 C's*.....C's.

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