

## Certified Advancement Practitioner Training Events and Community Relations

<b>Course Description</b>	This course outlines the principles underpinning contemporary practice and standards in Events and Community Relations within the education sector. The training program will equip you with practical skills for you to advance your career in this area of Events and Community Relations. This course is suitable for beginner to intermediate-level practitioners within the field.						
<b>Learning Objectives</b>	<p>At the end of this course you will be able to:</p> <ul style="list-style-type: none"> <li>● Recognise crisis situations in a school context</li> <li>● Design effective management plans to overcome the crisis</li> <li>● Plan and organise events such as fetes, fairs and admissions events that enhance the profile of the school in the community</li> <li>● Plan and organise events to celebrate important school milestones</li> <li>● Identify and implement effective marketing strategies for school and community events</li> <li>● Identify and discuss various risks management strategies related to school and community events</li> <li>● Implement strategies to collaborate with parents and volunteers</li> <li>● Develop effective strategies for international engagement and Asian relations</li> </ul>						
<b>Cost</b>	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Educate Plus Members (all membership types)</td> <td>\$636.36 + \$63.64 GST</td> </tr> <tr> <td>Non-Members - No membership, thank you</td> <td>\$909.09 + \$90.91 GST</td> </tr> <tr> <td>Non-Members - Please include \$300 full membership</td> <td>\$936.36 + \$93.64 GST</td> </tr> </table>	Educate Plus Members (all membership types)	\$636.36 + \$63.64 GST	Non-Members - No membership, thank you	\$909.09 + \$90.91 GST	Non-Members - Please include \$300 full membership	\$936.36 + \$93.64 GST
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<b>Course Structure &amp; Dates</b>	<p>The course consists of two compulsory components:</p> <ol style="list-style-type: none"> <li><b>1. Independent online learning (pre-course work)</b> <ul style="list-style-type: none"> <li>● The online learning component consists of assigned readings and a set of assessment questions for you to attempt based on your reading.</li> <li>● You can expect to spend up to <b>15hr</b> to complete this online learning component.</li> <li>● You must submit your assessments for grading by <b>1 Oct 2017 (extensions will be granted for late registrants)</b>.</li> <li>● The online learning component <b>must</b> be completed before you attend the residential program.</li> </ul> </li> <li><b>2. Two-day residential program</b> <ul style="list-style-type: none"> <li>● The residential program will be held on <b>19 &amp; 20 October</b> at <b>Melbourne University</b>.</li> <li>● Full details about the residential component will be sent to you in due course, including the program for the two days, and information on accommodation and transport, etc.</li> <li>● <b>Please note:</b> Accommodation and flights for the residential</li> </ul> </li> </ol>						

	are <b>NOT</b> included in the course registration fees.
<b>Learning Hours</b>	Independent online learning - approx. 15hr Residential program - Two-day residential
<b>Assessment</b>	You are expected to complete a series of assessment questions based on your reading as part of your pre-course work.
<b>Attendance Requirement</b>	Compulsory attendance at the two-day residential program
<b>Learning Materials &amp; Readings</b>	As part of your course, you will be provided with all learning materials which may include book chapters, journal articles, and other relevant reading. You can access these materials via the Educate Plus learning management system (LMS). You will receive access to the LMS upon enrolment.
<b>Content</b>	<p>The pre-course work covers the following topics:</p> <ol style="list-style-type: none"> <li>1. Establishing a Plan - Understanding the Fundamentals</li> <li>2. Crisis Management</li> <li>3. Events linked to Fundraising and Databases</li> <li>4. Parent Associations and Volunteers</li> <li>5. Admissions Events</li> </ol> <p>The two-day residential program will build upon the theories and concepts covered in the pre-course work, and include presentations on the following topics by senior Advancement practitioners/consultant:</p> <ol style="list-style-type: none"> <li>1. Databases</li> <li>2. Business Units and Sponsorship</li> <li>3. International Students and Asian Relations</li> <li>4. Marketing of Events</li> <li>5. Fetes, Fairs and Gala Days</li> <li>6. Anniversaries and Milestones</li> <li>7. Risk Management</li> </ol>

