

Certified Advancement Practitioner Training Events and Community Relations

Course Description	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.	
Learning Objectives	<p>At the end of this course you will be able to:</p> <ul style="list-style-type: none"> ● Recognise crisis situations in a school context ● Design effective management plans to overcome the crisis ● Plan and organise events such as fetes, fairs and admissions events that enhance the profile of the school in the community ● Plan and organise events to celebrate important school milestones ● Identify and implement effective marketing strategies for school and community events ● Identify and discuss various risks management strategies related to school and community events ● Implement strategies to collaborate with parents and volunteers ● Develop effective strategies for international engagement and Asian relations 	
Content	<p>PART 1 of the training covers the following topics:</p> <ol style="list-style-type: none"> 1. Establishing a Plan – Understanding the Fundamentals 2. Crisis Management 3. Events linked to Fundraising and Databases 4. Parent Associations and Volunteers 5. Admissions Events <p>PART 2 of the training builds upon the concepts and theories discussed in PART 1, and consists of recorded presentations. The following topics are covered:</p> <ol style="list-style-type: none"> 6. Databases 7. Business Units and Sponsorship 8. International Students and Asian Relations 9. Marketing of Events - Fetes, Fairs and Gala Days 10. Anniversaries and Milestones 11. Risk Management <p>You are advised to go through the topics sequentially.</p>	
Cost	<p>Educate Plus Members (all membership types) \$600 inc GST</p> <p>Non-Members - No membership, thank you \$800 inc GST</p> <p>Non-Members - Please include \$300 full membership \$930 inc GST</p>	
Course Structure & Dates	<ul style="list-style-type: none"> ● Your course materials consist of assigned readings, recorded presentations and a set of assessment questions for you to attempt based on your understanding 	

	<p>of the content presented.</p> <ul style="list-style-type: none"> You can expect to spend up to 30hr to complete this online training. You must submit your assessments for grading by 1 Oct 2017 (for Part 1) and 30 Nov 2017 (for Part 2).
Learning Hours	Approx. 30hr
Assessment	You are expected to complete a series of assessment questions for each topic.
Attendance Requirement	NA
Learning Resources	<p>As part of your course, you will be provided with all learning materials which may include book chapters, recorded presentations, journal articles, and other relevant reading.</p> <p>You can access all the training resources via the Educate Plus learning management system (LMS). You will receive access to the LMS upon enrolment.</p>
Contact	For further information and any other queries, please contact Mariya Mustan - Education & Training Manager at mariya@educateplus.edu.au .