



As part of one of Australia's premier PR companies, Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.

We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.

Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.

There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.

executive program in brand activations and events

non-accredited training

This part-time professional practice course is designed for professionals with 3 years+ experience wanting to acquire speciality knowledge, insights and tools to deliver outstanding events, experiences and activations, from end-to-end.

Industry led content

All learning materials have been designed and developed by HSPR in collaboration with industry experts in designing and executing cut-through experiential marketing campaigns, brand activations and events for global brands and local organisations.

Course Outcome

This course will equip learners with the necessary skills to deliver professionally planned and executed events, experiential activities and/or brand activations that will deliver results.

On successful completion learners are issued with a Statement of Attainment for three units of competency of Nationally Recognised Training.

Delivery

Course content is delivered online via the HSPR learning portal and supplemented with real-time webinars, online workshops and one-on-one trainer support to ensure each learner is set up for success. Learners are welcome to take advantage of the HSPR 'hot desk' to study alongside Hausmann Group practitioners and gain industry insights.

Please note that all assessments play out in real time and culminate in a major real-life project in your workplace (or ours). As such, many businesses choose to fund this learning.

Duration

We recommend allowing six months (576 hours) to complete this course. See last page for volume of learning breakdown.

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Course content

Learners complete three units of competency (UOC) of Nationally Recognised Training including:

SITEEVT014 Develop and implement event management plans

Developing and implementing an event plan to meet set objectives including creative thematic, proposal and planning development, management of logistics (venue, AV and lighting, staging requirements, equipment, decorations, signage, WHS, permits, etc) and personnel (stakeholders, VIPs, performers, suppliers, volunteers, venue liaison, guests/attendees, etc), and evaluating against objectives and KPIs.

BSBPMG522 Undertake project work

Executing the above event with specific focus on the development of best practice tools and techniques covering project implementation, time management, team work, budget tracking, reporting and evaluation methods.

BSBPUB501 Manage the public relations publication process

Focusing on amplifying events via digital publishing and social media channels. This module covers channel selection, campaign design, content development, implementation and measurement to ensure successful event communications.

Assessment

There is an integrated assessment covering all three units of competency. This entails a major project where learners are required to address a brief, create a response in the form of an event/experiential activity, implement the recommended program delivering on time, on budget, and meeting set objectives.

Assessment methods used include written activities, case studies, research activities and practical demonstrations.

Certification

On successful course completion, participants will receive a nationally recognised Statement of Attainment in the three units of competency completed.

Pathways

Learners may choose to continue their studies and complete a BSB50215 Diploma of Business with three of the eight required units already completed. Credit transfer is recognised nationally.

Depending on level of professional experience, learner's may apply for consideration for Recognition of Prior Learning.

Fees & Charges

The full course fee is \$5,000.

Payment plans are available.

More information on fees and HSPR's refund policy can be found at hspr.com.au/participant handbook

Payment

Participants can pay via Direct Debit, cheque or credit card.

Payment plans are available

Refund policy

- \$350 of your fees is an administration, non-refundable fee
- Should you cancel or withdraw within 7 days any fee over the \$350 will be refundable, as long as all materials are returned, as new and no units completed
- For full terms and conditions please review the HSPR Participant Handbook at hspr.com.au

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Course Duration: 6 months

For learners with a minimum of three years work or professional experience:

Total amount of training	Trainer-led sessions 8 x 2hrs/month for 3 UoCs	One-on-one scheduled support (over 20 weeks)	Self directed (private study)	Learning consolidation at course conclusion
576 hours	96 hours	160 hours	240 hours (12hrs/week)	20 hours

NB. Where the learner is an experienced worker who already has significant required skills and knowledge, it is appropriate to deliver the program over a shorter period of time.