

Event Management

Introduction

Whether it is a national conference, a specialist training session, a public meeting, or a local fundraiser, events are the public face of your organisation. This training course offers a practical guide, and you will leave with a toolkit that will help you organise future activities with confidence and flair.

This course looks at the power of events to build your organisation and promote its aims. You will explore the planning process, going step by step through the different elements, and along the way creating an effective timeline. You will look at how to get people to attend the event and how to manage the delegate process. You will look at finding the best venues, facilities, catering and treats. You will also learn how to evaluate your event, so that each time you are able to build on your success

Objectives

By the end of this course participants will be able to:

- Decide what event to plan
- List what needs to be planned for an event
- Detail the correct event to hold
- Set goals and objectives for their event
- Set out a detailed action plan for their event
- List the roles and responsibilities of an Event Planner
- Identify their audience
- Explain the process for media coverage
- Describe the process of managing their speakers/presenters
- List what needs to go into Packs and handouts
- Plan their customer services team activities
- Utilise a checklist for the day of the event
- Evaluate their performance for future reference

Content

A sample of what is covered includes:

Approach

- Why an event?

Creating Your Event Brief

- Examining the benefits of different approaches?
- Conference, training, workshop, consultation, public event, fundraiser
- Getting the best speakers and guests
- Making a programme that delivers on your aims

Event Management Planning

- Managing Event Planning Schedules
- Identifying Event Goals and Listing Objectives
- Event Organisational Charts
- Duty Rosters
- Record Keeping Mechanisms

- Troubleshooting Event Co-ordination
- Creation and Presentation of Proposals to Clients
- Event team
- Planning schedule
- Budgeting
- Choosing venues and facilities
- Health and safety, risk assessment and insurance
- Time Line - Countdown to success

The Role of the Event Manager

- The Key role of the Event Manager in the Planning Team
- Outlining Core Roles and Responsibilities
- Team Dynamics
- Task and Event Timelines
- Maximising Staff and Physical Resources
- Planning and Co-ordinating Team and Suppliers
- Decision Making, Contingency Planning

Publicity

- Identifying your audiences?
- Pre-event publicity
- Making the most of the Internet - Websites, Social Networking and email
- Gaining press coverage

Packs and Takeaways

Diversity

- Presenters and delegates - ensuring you reach all parts of the community
- Accessible events - best practice
- How events can be organised to meet the needs of vulnerable people

Customer Service

- Managing bookings
- Meeting and Greeting
- Catering and treats
- Evaluation

On the Day

- What to pack in your event box
- How to create the atmosphere you want
- What to do when things go wrong
- How to add energy to sessions
- Leaving people wanting more

Follow Up

- Thank you's
- Calls to action

Evaluating the Process and the Effect

