

An Introduction to Event Management

Duration: 1 day

This course provides individuals new in the role of event co-ordinator with a basic understanding of the key processes involved with event management in order to improve efficiency and productivity.

The training is conducted in a fun way, to help build trust within the group. It will be based around a pre-event exercise used to encourage delegates to think about their current approach to event management prior to the start of the course.

Who should attend this course?

Event co-ordinators

Course Objectives

- Identify and practice the key processes required to run a successful event
- Practise taking a realistic event brief and producing a detailed planning programme
- Learn how to create a practical framework for a busy events agenda
- Identify key areas for personal development and develop an action plan for encouraging all members of the team

Course Outline

Introductions and objectives

An introduction to the key elements of event management

- A brief overview of the key elements of running a successful event and the steps that are needed

Venue searching

- What questions should you ask when venue sourcing and why?
- How to identify a suitable venue – what to look for?
- Useful resources and aids available to help the process

Time management

- What steps are needed to run a successful event?
- How long should be allocated to each part of the process?
- How to maintain control of the project to ensure successful delivery and practical tools that can help you
- How to avoid missed deadlines

Ownership

- Who 'owns' each part of the event process
- How to successfully communicate what is required and ensure delivery
- How to encourage support from business partners

Mailing lists, marketing and the invitation process

- How to tailor the marketing list to your event
- Tools and resources available to administer the process
- Communication with delegates – why this is important and the information delegates need

- What information do organisers need from delegates?
- How to store information and to get the best use from this

Budgets

- How to work within allocated budgets
- Key things to consider
- How to make the best use of budgets

Event evaluation

- Why evaluate?
- How to use the data gathered to move forward

How to put it all together

- Looking at the key areas covered during the course and developing a team action plan to apply these skills to their own events agenda

Practical exercises

Sourcing a suitable venue:

Working together the group will try and source a suitable venue against a list of specified requirements. They will be required to justify their recommendations.

Taking a detailed brief:

An interactive exercise encouraging delegates to think about all aspects of the event process and ensure they establish all the necessary information from the start of each event.

Producing detailed timelines:

Using a mock event each delegate will be asked to produce a detailed time line. A group discussion on the timings suggested will follow.