

Event Management

Planning a successful event, whether it's a one day 'pop up' shop or a three-day conference can raise the profile of your company/organisation in an exciting and rewarding way, not to mention the plaudits you'll receive once the benefits are realised and your talents have been noticed by the boss!

It takes a person with energy and passion to enjoy the experience of successful event planning. It can be intense and stressful, however, with the right approach, relevant tools and a great team behind you it can be an exciting and rewarding role.

In this interactive course, our trainer Marie Taylor will show you how to successfully plan and market your event with real examples, plus practical tools that keep you on track and avoid unwanted surprises. There will also be the opportunity to share ideas about improving your participants' experience and how social media can add value prior to, and during your event.

Aim

Participants will understand the logistics and planning processes involved in event planning including the project management and people skills required to ensure a great experience for their delegates.

Methodology

In order to achieve the objectives of the training, the following fundamental principles will be that the learning is –

- Highly engaging – the methods used will talk to the ‘head and heart’;
- Interactive – involving a blend of experience, discussion and practice;
- Encourage participation - so that delegates take ownership of their own development.
- Designed to meet the needs of the participant’s based on the pre training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest
- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

Sample programme

- 10:00** **Welcome & Introductions**
- Aims and objectives
- 10:30** **What's the message?**
- Know your audience
 - Time scales
 - Budget
- 11:00** Refreshment Break
- 11.15** **Planning the Event**
- The vision
 - Find the Perfect Venue
 - Build your team
- 12:30** Lunch
- 13:15** **Marketing your Event**
- Using Social Media to get the word out!
- 14:00** **Risk Management**
- Managing unexpected surprises!
- 14:30** **Event Day**
- Logistics/Ensuring the day runs smoothly
 - Making your delegates experience count
- 15:00** Refreshment break
- 15.30** **Post Event**
- WWW/EBI (What Went Well – Even Better If)
 - Maximising the impact of your event
- 16:00** **Review and close**