

Event Management

Duration: 1 Day

The course covers fundamental project management techniques as well as providing useful guidelines and tips on strategic management, handling event operational issues, choosing venues and scheduling. Throughout the course, examples and case studies are provided so delegates can understand the nature and complexity of various parts of event management better. Numerous exercises are also provided to help delegates immediately apply the techniques to a particular event that they plan to manage. The course can be run for 1 day or can be extended to 1.5 days as it covers a large range of topics with various optional exercises.

Managing Events

- What is an event?
- What is involved in managing an event?
- What is a life cycle of an event and what does this mean for an event manager?

Define Your Objectives

- What should you consider before making any plans?
- How to systematically screen various ideas for your event
- How to filter out ideas based on what you want to get out of your event

Planning and Budgeting

- What is a budget?
- How to use Work Breakdown Structures for planning
- What is Work Package and what should be included in it?
- What is an ideal budgeting process?
- What parameters should you consider to budget an event?
- How to carry out a cost-benefit analysis
- What is an ideal contingency plan?
- How to avoid common budgeting mistakes

Timing and Risk Management

- How to use a Gantt chart to plan the preparation of your event as well as the event itself
- How to carry out a Critical Path Analysis to identify risky parts of your schedule
- How to create a Risk Analysis Sheet

Venue

- How to choose an ideal venue
- What issues are important regarding catering?
- How to choose an ideal seating layout

Strategic Planning

- How to carry out a feasibility study on various operational ideas
- What is an Event Manual and what should it include?
- What should you include in your event program?
- How to benefit from storyboarding to streamline the event preparation process
- What is involved in the shutdown process?

Promoting the Event

- How to make your event competitively attractive
- What is involved in pre-event publicity?
- What is involved in at-event publicity?
- What is involved in post-event publicity?