

Event Management

Overview

Duration: One Day

The event industry includes events of all sizes, from the Olympics down to business breakfast meetings. Event management involves the application of some project management skills and tools for the effective planning, development, and management of events such as conferences, conventions, exhibitions, meetings, and trade shows.

This course is suitable for anyone that must manage events, large or small, as a part of their role. This could include Event Managers, General Managers, HR Managers, Trainers, Consultants, Leaders, PA's or Administration Assistants.

Description

Successful event management is a continuous process that should be adaptable and flexible. Great events are usually based on a strong concept and purpose and require a diligent and focused approach. This course aims to provide attendees with the tools they need to ensure the key requirements of successful events are covered.

Event Management requires many skills including project management, communication, organisation, and creativity. It involves identifying a target audience, developing the event concept, building the right team, and planning and coordinating the technical aspects before launching the event.

Topics covered:

- **The Event Concept** – Exploring the reasons events are held, which gives an insight into the focus that should be placed on a particular event and what the key objectives are.
- **SMART Objectives** – Structuring a clear objective for the event, which will ensure clarity of the end goal is retained and reviewed throughout the planning process.
- **The Event Plan** – Creating a solid event plan that helps you operate more efficiently and effectively. Structuring the plan, considering key information such as; target audience, strategic objectives, the event team, financial elements, marketing, communication and risks. Includes a structured plan.
- **Gantt Charts** – Introducing Gantt Charts and how they can be used to effectively manage the event planning process.
- **The Event Team** – Putting an event team together by identifying the various roles you need to fill, and the skill sets required. Once identified, how best to apply the skills of the team to the tasks ahead using a RACI Matrix.
- **Event Requirements** – Applying a structure to establishing the requirements of the event and how to meet them.

- **Financial Planning and Budgeting** – Ensuring that, right from the start, you set a realistic budget with flexibility and contingencies, providing a forecast and budgeting accordingly.
- **Marketing the Event** – Creating a marketing plan to establish marketing objectives, define the marketing strategy and use specific tools to ensure marketing effectiveness.
- **Event Communications** – Using an event manual and staff briefing form to provide guidance and reference for all principal staff and advisors working on the event itself and to provide a firm set of principles, practices and instructions to help guide event staff in their operational roles.
- **Risk Management** – Using a risk assessment to identify the potential areas of risk, the likelihood of the risk occurring, and the impact it could have on the event or your budget. Identifying typical event risks and how to avoid, transfer, mitigate or accept them.
- **Management During the Event** – Establishing the activities an event manager should focus on during the event.
- **Management Post-Event** – Establishing the activities an event manager should focus on after the event.

Who Should Attend?

Anyone who must manage events, large or small, as a part of their role. This could include Event Managers, General Managers, HR Managers, Trainers, Consultants, Leaders, PA's, or Administration Assistants.