

# Event Management – An Introduction

**DURATION:** A one day course

**SUITABLE FOR:** those who need to organise internal and external events including client functions, meetings, conferences, training sessions and team away-days.

## COURSE OUTLINE:

### OBJECTIVES:

**By the end of the course delegates will be able to:**

- Have an understanding of the event management industry and the different types of events that you may have to manage
- Understand what makes an event successful
- Know what skills and qualities an effective event manager needs
- Be able to put together a plan for your event, detailing critical actions and resource requirements
- Be aware of how to identify and log your event risks
- Understand how to develop and manage an event budget.
- Have some ideas on how to market an event
- Know how to assess venues and organise suppliers

### PROGRAMME:

#### Introduction & workshop objectives

- What will we cover today?
- Establish what you want to achieve

#### Introduction to the day

- What will we cover today?
- What do I want from the day?

#### Introduction to Event Management

- What is an event?
- Key principles for successful events
- Skills and qualities of the Event Manager
- Sharing mistakes to avoid, triumphs and tips

#### Planning and organising an event

- Defining your brief - understanding the objectives of the event and its target audience
- Producing an event plan
- Venue selection
- Producing a budget
- Identifying and mitigating risks
- Understanding the need for good record keeping
- Working with suppliers
- Ideas for marketing
- On the day of the event – your role
- Evaluating and reviewing the event

#### The way forward

- Review of practical tips to take back to the workplace
- Action Plan

#### Evaluation

#### Summary and close