

**DURATION:** One day public open course – or run for your own in-house group

**SUITABLE FOR:** This introduction to events management course is specifically for new event managers who have no or little actual events experience or formal training. It has been designed as an introduction and to give you an understanding of the 'how to' of successful event planning. It is suitable for all types of public and business events.

## Objectives

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### By the end of the course you will be able to:

- Design events your customers actually want and that will excite them
- Use objective setting to guide and develop your event project plan
- Develop an event project plan and outline event budget
- Set a budget, select, negotiate and work with great contractors and suppliers
- Search for, evaluate, select and site plan your perfect venue
- Put together an event that delivers excitement and change
- Increase your event attendance rate and deliver the audience you want
- Construct an accurate operational plan
- Ensure the event is well run and risk assessed
- Lead, motivate and brief your event team for the day

## Programme

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### Introduction & Workshop Objectives

- The world of events
- The 8 stage event planning process

### Designing, Planning, promoting and delivering an event

- **Purpose:** Why organise this event, objectives, desired outcomes and research
- **Presentation:** Event design and creation, what kind of community event
- **Planning:** Budgeting, reporting process, booking services / entertainment
- **Place:** Choosing and evaluating your venue, site plans
- **Programme:** Designing an interesting and engaging event programme
- **Promotion:** Creating an effective promotional plan
- **Production:** Delivering your event, operational plan, health and safety, risk assessments, managing suppliers
- **People:** Event evaluation, leading your event team

### The way forward:

- Summary, review and write up your action plan

For more information or to book please call **020 7256 6668** or email [enquiries@gbclearning.co.uk](mailto:enquiries@gbclearning.co.uk)