

## Organising Events

### Course Description

A 2-day intensive, interactive seminar which uses a strong foundation of project management to plan, implement and manage events. The course defines a methodology to ensure that the correct events are chosen, clear objectives set, all key stakeholders are identified and logistics are well defined and managed to ensure total success.

### Content Outline

Using extensive group work, personal experience and client-specific situations, the course will focus on the following areas:

#### **The different types of events (client specific)**

- Press conferences
- Brand launches
- Delegate conferences

#### **Creating the right event**

- Getting sponsorship agreement

#### **Setting clear objectives**

- Time, cost, participation

#### **Understanding budget requirements**

- How much and when

#### **Managing stakeholders' expectations**

- Who are the key stakeholders?
- What do you expect from them, what do they expect from you?

#### **Setting clear and agreed responsibilities**

- Who does what and when?
- External contractors
- Internal organisations

#### **Creating a realistic timeline**

- The critical path to success

#### **Measuring success**

- Were objectives met?
- What lessons were learned?

### Take away benefits

Participants have a clear, repeatable methodology and approach to ensure that events are a success, have clear objectives and are planned in a consistent manner. The course helps to ensure appropriate budgets are set, resources are available, responsibilities understood and measurements of success defined.