

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.