

Event Management Training Workshop

Agenda

9.00am - 4.45pm

9.15am - 10.45am

Event Management Skills

Reasons Why We Hold Events

What Makes A Great Event

Skills Required To Work Successfully In Events Management

Venues

How To Select Your Perfect Venue

Negotiating With Venues

Factors To Consider When Choosing A Venue

Choosing The Right Meeting Room Setup For Your Event

Audio Visual

Technical Tips

Loudspeaker Systems - Making Sure All Your Delegates Can Hear

Projection Options - Advantages & Disadvantages

Microphones - Which Type To Use For Your Event

Making Sure Your AV Does Your Presentation Justice

Working Out Ideal Screen Size & Maximum Seating Range For Your Event

Calculating The Minimum Ceiling Height Required

10.45am - 11.00am Coffee Break

11.00am - 12.30pm

Event Planning

Event Budgets

Working Out Your Event Benefits

Pricing Your Event

Selecting The Most Suitable Date For Your Event

Naming Your Event Correctly

How To Create An Experience and Not Just An Event

Marketing & Publicising Your Event

Introduction To How To Write Effective Direct E-Mail Campaigns

12.30pm - 1.15pm Lunch

1.15pm - 3.15pm

Marketing & Publicising Your Event Continued

Words That Sell

Social Networking To Increase Awareness

Boosting Event Attendance

Sponsorship

How To Select Your Event Sponsors

How To Compile Sponsorship Packages & Sell Them

Organisational Skills To Improve Performance

Skills & Tips To Save You Time & Money

Reducing Stress - Disorganised to Organised In A Few Simple Steps

Event Planning

Choosing The Correct Catering For Your Event

Managing Attendees On The Day

Negotiating With Suppliers & Increasing The Value Of Your Event

Managing Event Staff

Time Lines

Why Use A Time Line

Designing Your Own Time Line

3.15pm - 3.30pm Coffee Break

Risk Assessments

Health & Safety

Event Legislation

What Is A Risk Assessment

How To Complete A Good Risk Assessment

Corporate Social Responsibility & Minimising Your Impact Upon The Environment

What Is CSR? And How It Can Give You The Competitive Advantage

Why You Should Go **Green**

Going Green - Pre Event/Venue/Catering/The Event

Evaluating Your Event

How To Evaluate Your Event

Why You Need To Evaluate Your Event

Other Event Considerations