

**FUTURE HORIZONS**  
Presents

## Event Management Training Workshop

**This One Day Interactive Workshop Will:**

- Make people remember your events for the right reasons
- Offer you a step by step guide how to create successful, dynamic events
- Provide fresh ideas & sharpen existing skills
- Leave you with a tool kit to create, plan, market & evaluate events with finesse
- Increase your confidence as an Events Manager
- Allow you to understand the importance of events in the overall marketing mix
- Fully packed with real life examples, interactive activities & theory
- Giving you the confidence to organise any event from start to finish

**Interactive**

•

**Full Of Examples**

•

**Practical Activities**

•

**Events Theory**

•

**Discussions**

•

**Group & Individual  
Tasks**

•

**Activities Based  
On Your Events**



**Blakemore Hyde  
Park Hotel,  
West London**

**A great way to share ideas, tips, triumphs, and avoid mistakes**

## Why Organise An Event?

Organisations are now recognising the value of building relationships with their key constituents through a variety of events.

Events bring people together for a common purpose. Event professionals work to ensure that this purpose is achieved seamlessly. The event planner will create a programme that addresses the purpose, message or impression that the organisation or client is trying to communicate.

Events are an important element of the marketing mix, they act as the face of your organisation. If executed correctly they can give you the power to build upon your organisations reputation and promote its aims. If executed badly, your delegates will talk about your event, but for all the wrong reasons.

## The Workshop

The workshop has been designed to be as 'life like' as possible, with real scenarios, problems and solutions. It is very practical and all information and handouts can be used by delegates as soon as they get back to the office the next day.

The knowledge acquired at this workshop will allow you to propel you and your company forward. You will gain a clearer understanding of your role and the importance of events in the overall marketing mix.

This workshop will make people remember your event for all the right reasons. A fully packed, interactive one day workshop designed to give anyone tasked with organising an event, big or small, the A-Z of how to organise a successful, dynamic event.

Lead by an experienced events manager, you will take part in many single and group exercises that will stretch your imagination, increase your understanding of events management, hone existing skills and give greater insight as to what makes a great event.

You will gain confidence in your ability as an events manager, understand how to deal with problems and obtain an enthusiasm for excellence.

## Giving You A Little Extra Value For Your Hard Earned Money

Our commitment to your learning and development does not stop after the workshop. Following the workshop all learners are encouraged to join Future Horizons' Linked In '[Events Management Professionals Network](#)'. Members can post questions and queries and network with other industry professionals. And at least once a month Future Horizons '[Events Guru](#)' will post free events and marketing information and advice to aid further learning. [Sign up now!](#)

**An enjoyable day, which will leave you wanting to get back to the office to implement your newly learnt skills straight away**

## Why Attend?

Events Management is fast paced and extremely competitive. Even the best events manager needs inspiration to stay at the top of their game. Every event is unique and requires made to measure solutions to communicate your message and create awareness. An event manager needs to be:

- A lateral thinker
- Inspirational
- A meticulous planner
- Creative
- Attentive to detail
- Able to bring the event in on budget

Our training workshop will provide you with these skills and much much more. Giving you and your organisation confidence in your events.

## Who Should Attend?

- Anyone responsible for organising events as part of their job
- Those wishing to add Events Management to their existing skills
- Event Administrators
- Event Co-ordinators/Managers
- PA's
- Marketing Assistants - Managers
- Project Managers
- Facilities Management Staff
- Administrative Professionals
- Office Managers
- Sales Staff
- PR Assistants - Officers
- Hotel/Venue Managers
- Charity Workers
- Venue Managers
- Fundraisers
- Students

## Why Future Horizons?

Future Horizons' is renowned for consistently producing flawless events, including; large-scale global forums, seminars, business-networking events such as our international CEO lunches & Business-2-Business Speed Networking.

Our meticulous planning and extraordinary attention to detail allow our events to run like clockwork. Every element of the event is organised in-house, from the planning process to promotion.

Your workshop trainer has over ten years experience organising a range of events within both the private and public sector. Having worked in a diverse range of industries we are able to give you a through over view of the events industry and equip you with the skills and knowledge to organise any kind of event individually or within a team. For further details on Future Horizons events trainer, visit our ['Meet The Trainer page](#).

### Book A Place

To register your place contact Future Horizons for an Events Management Workshop Registration Form. Call, email or [book online](#).

### Seminar Fee

Seminar fee includes course reference binder, lunch and coffee breaks. Seminar hours: 9.15am - 4.30pm. Registration from 9.00am.

Our unique post-seminar feature provides a three-month complimentary enquiry privilege, for delegates to call with questions arising from the course material or related work issue.

### 10% Group Discount

For three or more delegates from the same company. To qualify, registration and payment must be received together.

Tel: +44 1732 740440

e-mail: [mail@futurehorizons.com](mailto:mail@futurehorizons.com)

[www.futurehorizons.com](http://www.futurehorizons.com)  
(click here to download the registration form)

Future Horizons Ltd  
44 Bethel Road | Sevenoaks | Kent  
TN13 3UE | England | Fax: +44 1732 740442

## Workshop Benefits

**This comprehensive workshop will increase your:**

- Productivity and Efficiency levels
- Company Return On 'Event' Investment
- Confidence and ability as an events manager
- Confidence in public speaking
- Ability to deal with unforeseen problems
- Enthusiasm for excellence
- Motivation
- Career prospects

## Main Workshop Content:

- Finding your perfect venue and venue management
- Audio visual equipment, services and considerations
- Costing your event and staying within your budget
- Maximising event attendance
- Securing sponsorship, including identifying sponsorship assets and how to write a good sponsorship proposal
- Marketing and Publicising Your Event to include: how to write effective direct email campaigns/using words that sell and using social networking to boost awareness
- How to create an event experience
- Organisation & time management skills
- Planning catering to suit your event
- How to get the best performance from your event staff
- Negotiating with suppliers and making cost effective choices
- Enhancing your events value
- Getting organised using Time Lines
- Staying safe - Health and Safety
- Decrease accidents and event risk - how to carry out a good risk assessment
- Increasing company Corporate Social Responsibility (CSR) - how to make your event environmentally friendly
- Making your next event bigger and better - Effective evaluating

“Very motivational,  
good level of interaction  
with everyone,  
explained things very  
well”

Marketing Executive,  
picoChip Designs

For further information  
& A [Full Agenda](#) visit  
our [Events  
Management Training  
Website](#)

**No Experience Required**

# Registration Information

Please Register Me  
For The Following

## “Events Management Workshop”

Send Completed Form By Fax/Mail Or  
Online @ [www.futurehorizons.com](http://www.futurehorizons.com)

“It was kept interesting by  
using trainers own personal  
experiences”

Commercial Events Operations  
Manager, Queenswood  
Enterprises Ltd, UK

“I learnt a lot of things I  
wasn't aware of and I feel a  
lot more confident now in my  
job. The workshop was very  
interactive and Gemma  
worked at a good pace”

Marketing Researcher &  
EMEA Events Manager, ARM  
Ltd

“It covered areas I had never  
even thought of”

Personal Assistant, EML

### Registration

Registration should be made using this form -  
please copy for additional delegates to qualify for  
the group discount. Participation is subject to  
space availability.

*Please register early to ensure seminar  
availability*

### Group Discounts

10% group discount price applies to three or more  
delegates from the same facility registering at the  
same time with the registration fee paid on a  
single invoice.

### Cancellations

Cancellations made less than two weeks prior to  
the seminar are subject to a 50% cancellation fee  
and must be confirmed in **writing**, otherwise the  
full seminar fee will apply. Refunds will not be  
granted after the seminar date or for no-shows.  
Substitutions may be made at any time up to the  
seminar date and confirmed in writing to  
Future Horizons. In the unlikely event that the  
seminar is cancelled, delegates will be notified and  
all fees paid will be refunded in full.

Payment can be made by cheque (drawn on a **UK bank only**), or by bank transfer to:  
Future Horizons Ltd, Royal Bank of Scotland, 3a Edinburgh Road, Portsmouth, PO1  
1DA, UK, Sort Code: 16:28:24 Account No: 11686316

Seminar	Date Venue	Check Box
Monday 24 Jan 2011	Blakemore Hyde Park, London	
Monday 7 March 2011	Blakemore Hyde Park, London	
Monday 23 May 2011	Blakemore Hyde Park, London	

**Also available In-House in the UK or Europe, please call for details**

**NB. Payments In UK Pounds Sterling Only**

### Delegate Details (Or Attach Business Card)

Full Name <i>Mr/Ms/Mrs</i>	
Job Title	
Company	
Full Postal Address	
Post Code	
VAT/TVA/MWS/IVA No.	
<b>(Please Note - This Must Be Supplied)</b>	
PO No.	
Phone	Fax
E-mail	
Special Diet?	Yes <input type="checkbox"/> No <input type="checkbox"/> If "Yes", specify:
Overnight Hotel?	Yes <input type="checkbox"/> No <input type="checkbox"/> If "Yes", see information left

### Registration Fee (Per Delegate)

Standard Rate		Group rate (3 or more)	
Seminar Fee	£350.00	Seminar Fee	£320.00
VAT @ 20%	£70.00	VAT @ 20%	£64.00
<b>Total Fee</b>	<b>£420.00</b>	<b>Total Fee</b>	<b>£384.00</b>

*An invoice will be sent by fax/email on receipt of seminar registration.*

**Pre-Payment Mandatory** Payment by UK Cheque:  or Bank Transfer:

### All Seminars Must Be Pre-Paid IN FULL

It is the delegate's responsibility to ensure that payment has been made.  
The registration fee includes instructional costs, course presentation binder material,  
coffee breaks and lunch. Accommodation at the hotel is NOT included.  
If overnight hotel is required, please see the information (left) and use this reservation  
form to make your booking.

**UK VAT APPLIES TO ALL UK-BASED SEMINARS**

“It was both entertaining and  
informative”

EMEA Events Manager Cadence, Germany