



Event Management for Marketing and Office Professionals

2 Days | R4, 850 (ex VAT) | (Public price per delegate.
Significant onsite discounts apply).

Why you should attend this course?

Arranging an event sounds exciting and fairly straight forward – until you begin, and realise that you may have really caught a tiger by the tail! The unfortunate reality is that without significant forethought and planning, what could have been a resounding success could well become an outright disaster! As a marketing or office professional, your role has grown substantially, and you are expected to handle your daily duties, as well as plan, co-ordinate and run events without any a lot of training or experience. This intensive 2 day course will show you the A-to-Z of organising any event. You will learn how to practically apply project management; budgeting and organisational techniques to your plan so that your event runs smoothly and you can calmly manage any unexpected surprises.

Who should attend this course?

This course will benefit anyone who is new to planning and running events and who would like to benefit from a set of proven rules that, when followed, will ensure that the events you organise are professional, cost effective and memorable. Previous delegates include: Administrative Assistant, Administrator, Commercial Events Planner, Event Coordinator, Events Assistant, Executive Assistant, Marketing Manager, Marketing Assistant, Office Administrator, Office Manager, Personal Assistant, Receptionist, Restaurant Manager, Coordinator, Sales Executive, Secretary.

What can you expect to learn?

- Learning the key elements of event management to ensure you run your function successfully every time
- Understanding your responsibilities in managing events to ensure that you operate effectively whilst gaining respect from your team members
- Knowing how to implement effective planning to guarantee the smooth running of your event with few or no hiccups to ensure that the day runs as planned
- Learning how to make your event more creative so that it is never forgotten and enjoyed by all who were involved
- Applying the fundamentals of project management to your function to manage deadlines effectively and ensure all tasks are completed professionally
- Mastering the art of negotiation to source quality suppliers and venues at the best price every time
- Learning the basics of budgeting and never have to stress about losing control over costs and expenses ever again
- Managing unexpected crises with ease as you learn how to create and implement a “plan B” to any crisis



Training Outcomes / Comprehensive Programme

An Introduction to Organising and Hosting Events

- An overview of the growing events industry
- Reviewing the different types of events
- Assessing the typical requirements of each event

Defining your Role and Responsibilities

- The role of an effective event co-ordinator
- Defining where your responsibilities begin and end
- Agreeing your budget and authority to spend
- Drafting a Responsibilities List and forwarding it to your boss to avoid any nasty surprises later

Decision Making and Creativity

- Understanding and implementing the basics of sound decision-making
- How to make successful snap decisions
- Embracing creativity and using this to ensure your event is memorable

Planning, Planning and More Planning

- Understanding the basics of sound project management
- Designing the event –from concept to fruition
- Setting your objectives and timelines
- Organising your planning around: -the purpose of the event, the event budget, the event programme, the event catering, the expected attendees, the required atmosphere, the event location, the personnel required to assist you
- Co-ordinating your plans with those assisting you
- Organising external suppliers to ensure they meet your deadlines
- Agreeing your budget with management and using strict budgeting skills to remain firmly within the parameters

Sourcing only the Best Venues, Suppliers, Products and Services

- Discovering the various resources you can use to source venues and suppliers
- Using basic negotiation strategies to ensure you get the best product or service, at the right price, when you want it!
- Gaining references from suppliers to ensure you are dealing with professionals

Managing Travel and Accommodation

- Sourcing accommodation for guests at the event venue or close by
- Organising accommodation discounts for attendees
- Handling all transportation issues –making sure your presenters and guests arrive on time
- Cross border considerations: visa, foreign exchange and passport requirements

Promoting your Event Successfully

- Drafting the event notification and giving the event some hype!
- Keeping colleagues informed of the event logistics, including: reminders, confirmations and teasers
- Promoting the event using newsletters, company magazines, internal and external promotion techniques and avenues
- Looking for sponsors

Running the Perfect Event!

- Developing an on the day checklist
- Assigning responsibilities to your team
- Checking everything looks visually “right”
- Anticipating needs, problems and pitfalls on the day

Preparing for the Unexpected

- Developing a Crisis Management Plan before the fact
- Using your plan to manage unforeseen circumstances
- Knowing who to contact to solve particular problems
- Organising back up plans for electricity failure, faulty AV equipment, bad lighting, or any other potential crisis that could ruin the day
- Ensuring the smooth, continued running of your event in even the most challenging conditions

When Things Don't Go According to Plan

- Implementing your Plan B's
- Mobilising the venue staff to solve problems
- Improvising –organising management to fill in at short notice if necessary
- Amending the event program if needed

Evaluation

- Discovering how to measure the success of your event
- Evaluating your suppliers and using this information for the future
- Post event communication –often a thank you for attending goes a long way towards increasing the success of your event
- Sending an event synopsis to your boss

