



Organising Events

Course Description

A 2-day 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 ensuring events have clear objectives and are planned in a consistent manner to ensure appropriate budgets are set, resources are available, clear responsibilities understood and clear measurements of success defined.