Event Management

Course Duration : 1 day

Course Overview

This hands-on course is designed for those involved with managing corporate events and conferences.

This course will benefit you whether you are new to event management, or whether you simply need a refresher.

The course enables delegates to improve the effectiveness and overall success of their events through thorough planning and effective management right from the initial concept to the final completion.

Prerequisites

- No previous knowledge is required.

Objectives

Delegates will be able to :

- Explain the fundamental processes and steps involved in successful event organisation and management using a methodology to apply time-and-time-again to achieve effective results.
- Identify all the danger and weak areas and know how to avoid them occurring in the future. Pick up useful tips that will prove invaluable in your event management.
- Organise an event effectively and successfully, add and create a structured plan and implement it.

Course Content

Introduction
Why are you organising events?
The benefits of getting it right

First Steps
What is the format of the event?
What is the target market?
Are you charging for the event or is it complimentary?
Pulling together mailing lists

Location, Location, Location
Things to consider
Negotiating good rates
Equipment required

Invitations
Putting together an invitation/sales letter
When to do the mailing and following up on the mailing
Registration forms and methods of payment (if applicable)

Getting it Right on the Day
Who should be there from your organisation?
Working the room

Related courses

Project Management Essentials
Working a Room

Training Options

- Private courses delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- Bespoke customised courses written to your specific needs, delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- For further information please contact us on 0191 377 8377

What's Included

- Relaxed refreshment area at our training venues
- Lunch and refreshments when training is delivered at our training venue
- Comprehensive course manual and exercises