

Introduction to Event Management

1 day
Course

'Planning for Success'

Business Scenario	From team 'awaydays' to high profile conferences, the benefits, risks and costs need careful management in order to achieve success. Thorough planning and pro-active management of the whole process from conception through to post-event review is essential.
Who will Benefit?	Administrators and junior managers who organise events on an occasional basis. This course will provide an overview of all the issues to be considered together with practical tools and techniques to use in planning.
Course Objectives	By the end of the course you will be able to: <ul style="list-style-type: none">▪ Achieve clarity of purpose - what's the event for?▪ Use planning tools to see the big picture and cover all the detail▪ Employ risk management and contingency planning techniques▪ Communicate effectively with everyone involved▪ Know how to market and advertise your event▪ Monitor operational progress and budgets▪ Conduct a constructive post-event review
Course Features	This course includes discussions, group work, exercises, questionnaires and case studies. Action planning is used for the successful application of learning and future development.
