EVENT PLANNING AND MANAGEMENT FUNDAMENTALS

Plan, organize, and host events like a pro — even if it's your very first time. Save yourself the worry, wrong turns, and wasted effort!

Course Description

Ever notice how the best events look effortless? Everything just seems to unfold perfectly — and at just the right moment. However, anyone who has put together an event knows it is anything but easy and effortless. If there's ever a time when you can count on seeing Murphy's Law in action, it's during an event. Anything that can go wrong will go wrong.

The truth is, there's nothing magical about putting on a well-run professional gathering. Being organized, doing the right things at the right time, and understanding a few key strategies will lead to success. You'll discover the inside track at this course — and come away with the confidence you need to pull everything off like a real pro, even if this is your first time planning an event.

This is a highly-engaged course which will be interactive using materials and activities from real events as well as group work to provide you with a dynamic and thorough learning experience that will prepare you to enter or advance in this field.

Learning Outcomes

- Identify event goals, objectives to determine the concept which can flourish into a truly memorable event
- Discuss all phases of event coordination, and key elements within each phase (research, design, planning, pre-production, on-site management, and evaluation& post-event activities)
- Implement basic marketing concepts to identify target audience and promote an event
- Create an event budget, including projected revenue and expenses; Implement negotiating techniques and ways to increase efficiency and profitability
- Recognize and determine solutions for potential conflicts and challenges that may arise before, during and after an event
- Determine all elements of a production schedule and on-site production, including show flow and rehearsals
- Assess all post-event activities (evaluations, celebrations, recognitions, sponsor and attendee thank-you)

Who Should Attend

- Current event professional at an entry level position
- People who are new to the industry
- Administrative and Executive Assistants
HR Generalists

Course Outline

The First Steps: Initial Planning & Budgeting
- Determine your event objectives
- How much can you spend?
- Event Vision
- Design Objectives of the Event Experience
- Initial Planning

Organisation and Timing
- Critical paths
- Timing
- Date Selection

Location, Transportation, Guest Arrival, Venue Requirements, Food and Beverage
- Venue Selection
- Location requirements
- Contracts
- By air, land
- Registration
- Security
- Room
- Staging, Audio-visual, Lighting
- Menu Planning
- Staffing

Who’s It All For?
- Know your guest demographics
- Guest list
- Invitation
- Media
- RSVP

Other Considerations
- Entertainment
- Photographers and Videographers
- Themes and Programs
- Final Touches
- Staff, Supplier and Entertainment Work Permits
- Event Risk Assessment
- Wrap up
- Your Next Event
Marketing and Sponsorship

- Publicise the Event: Pre-Event Campaigns, During and Post Event Marketing Activities
- Determine Potential Sponsorship Opportunities
- How-to pitch to sponsors

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 9:45</td>
<td>First Steps: Initial Planning &amp; Budgeting</td>
</tr>
<tr>
<td>9:45 – 10:30</td>
<td>Organisation and Timing</td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td><strong>Tea Break</strong></td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>Location, Transportation, Guest Arrival, Venue Requirement, Food &amp; Beverage</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td></td>
</tr>
<tr>
<td>12:15 – 1:15</td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td>1:15 – 2:00</td>
<td>Who’s It All for?</td>
</tr>
<tr>
<td>2:00 – 2:45</td>
<td>Other Considerations</td>
</tr>
<tr>
<td>2:45 – 3:00</td>
<td><strong>Tea Break</strong></td>
</tr>
<tr>
<td>3:00 – 3:45</td>
<td>Event Marketing</td>
</tr>
<tr>
<td>3:45 – 4:30</td>
<td>Sponsorship and Partnership</td>
</tr>
<tr>
<td>4:30 – 5:00</td>
<td>Wrap up</td>
</tr>
</tbody>
</table>

Trainer’s Profile

Sandy Cheung is a corporate veteran who has more than twenty years of industry experience in marketing, market development, product management, event management, sponsorship and business development. She is extremely passionate and experienced in providing training in the events-related topics such as events marketing, management and sponsorship. She has held various regional management positions and successfully built the business of events across Asia in companies.

She has conducted numerous events-related courses for a wide range of clients across various industries and has worked closely with organisations in delivering in-house customised event-related courses.