

International Event Management – Three Day Programme

Introduction

In the digital age in which we now operate, events, which provide a platform for meeting existing and prospective clients face to face, has an added importance. Dealing with people digitally will have set out how you operate, but an event gives you the opportunity to showcase your organisation and what it offers.

Whilst not everyone will have the opportunity to manage and organise an event the magnitude of the Olympics, managing and organising any event can be stressful, needs meticulous planning, exceptional organisational skills, leadership and attention to detail.

The internet is littered with examples of events that did not go to plan from the Olympics in Rio where the shoddy workmanship in the Olympic village forced many teams to seek alternative accommodation to empty seats due to poor ticketing arrangements. Some events, unfortunately end in disaster.

Your event may not be on the same scale, but the law of averages on event planning says that 'if something can go wrong, it will'. This course examines good event planning and management ensuring that participants have the skills to plan properly and have sufficient contingency planning in place to mitigate any risks that may occur.

Objectives

The objectives of this three day course are to embed the principles of good event organisation and to provide an understanding of the following important areas:

- Imparting basic planning and organisation skills to ensure that any event they organise and manage completes on schedule and on target
- To enable participants to explore their creative sides for designing event concepts and understanding the importance of managing an events
- Embed the important of pre-event communication
- To enable participants to understand the mechanisms for controlling the costs of an event
- Provide participants with the skills on how to meet deadlines and co-ordinate projects
- To enable participants to understand what can go wrong and how to solve event problems
- To enable participants to understand the value of contingency planning
- To manage post-event communication
- To provide learning in post-event evaluation
- To enable participants to learn lessons from each event

How Companies Benefit:

Holding any event is expensive and can easily go over budget therefore the event organisers have to get best value for money from every part of the facilities for the event. The benefits to the organisation of carrying out this training are:

- Events are professionally planned and organised
- Corporate reputation is enhanced through successful events
- Value for money in relation to events is gained

Training Methodology:

The training methodology is highly interactive and participative with business case studies and role play; presentations and discussion groups, analysing and discussing real life dilemmas.

Personal Impact

This course provides planning employees with numerous practical activities for developing and strengthening their knowledge and understanding of the benefits of good communications and being able to deal effectively with others. Each element can be used individually, in pairs and groups to work on different aspects of communication in order to drive improvements for the organisation. All the activities are highly participative and use experiential learning techniques.

- Individuals gain a valuable transferrable skill
- Financial skills are enhanced through event budgeting
- Leadership skills are enhanced through greater responsibility
- Teamwork is enhanced through co-operation and co-ordination of resources

Competencies Emphasized

In this course participants will develop the following competencies:

- Be able to plan, organise and manage any event that completes on schedule and on target
- Develop the skills to explore their creative sides for designing event concepts and understanding the importance of managing an events
- To understand the importance of and effectively communicate before an event
- To understand and apply the mechanisms for controlling the costs of an event
- Develop the skills to meet deadlines and co-ordinate projects
- Develop an understanding of the risks to an event, what can go wrong and how to overcome problems.
- Develop an understanding of contingency planning and develop robust contingency planning skills.
- Manage post-event communication, when, whom, how.
- Realise the value of lessons learned from an event to inform future event planning and management
- Develop the skills to plan and manage a simulated event through group exercises.

Who Should Attend?

The programme is designed for:

- Events public occasions officers such as conferences, exhibitions, seminars, sports competitions, product launches.
- Administration/secretarial staff handling events
- Public Relations Officers,

Programme:

Day One

- Introduction
- The Event Manager – Role and Responsibilities
- Event Types – when, why, suitability for the occasion
- 5 'P's of Event Planning – Practicalities, Pre-planning, Promoting, Pertinence, Polish
- What can, and does, go wrong?
- Event Project Life Cycle
- Allocation of teams for specific events using practical course exercises and teamwork
- Event planning process
- Designing the concept
- Analysis exercises to test feasibility
- Resource Planning – what, when, why, how
- Extensive practical work

Day Two

- Budgeting and Financial Management – Budget Planning, Inclusions, Exclusions, Controls, Contingency
- Authority
- Practical group teamwork to design and propose an event to peers
- Peer review of the Proposal
- Legal Aspects: Licences, permits, External Agencies, Police, Ambulance Service, other agency involvement
- Sponsorship: Types of sponsorship, advantages and disadvantages
- Risk Analysis and Mitigation Management: what, how
- Contingency Planning – what, why, how, when
- Marketing and promotion: what, when, to whom, how
- Extensive practical group work to produce plans for the different allocated events

Day Three

- Detailed event programming: what, who, when, how
- Managing the event: who, how, resources,
- Managing security: what, how, when, who, external agencies, checks
- Extensive group work on managing the event in the face of inserted and unknown obstacles to force contingency planning to come into play.
- Debriefing: gathering information, content, managing team feedback, handling external feedback
- Developing a post-event report: structure, content, tone, distribution
- Sponsor feedback: what, when, how, value
- Media feedback: What, when, how
- Group work to: produce a debrief report, a sponsor feedback communication, press release to the media and list the lessons learned from the event

- Conclusion

Group Size:

This course is designed to accommodate between 16 and 20 delegates in order to get good group work participation, interesting and varied discussions and ensure that all delegates benefit from the course.

Language:

The course is delivered in English by a native English speaking instructor whose mother tongue is English

Client Evaluation:

Our training programmes are constantly evaluated over a range of criteria according to a scale ranging from below standard to excellent. We have achieved scores of 4.25 and 4.42 out of a maximum of 5 for our program topics and trainers over 516 employee evaluations.



Trainer's CV:



Biography - May Surgeoner

M.A. Marketing, Dip. Marketing, Dip. E-Learning Mgmt, MCIM

May is a specialist in workplace communications and work practices, with a focus on the vital relationship between emotional intelligence and communications.

Her qualifications include a Master's Degree in Marketing, a Diploma from the Institute of Marketing, a Diploma in Export Marketing, a Post Graduate Diploma in E-learning Management and a Certificate in Body Language.

During her career May has held Director level positions with the UK's largest education provider (learndirect) over a period of 9 years. These positions enabled her to gain valuable experience of the education sector.

In her position as Operations Director for Individuals for learndirect, she was responsible for the delivery of employability and basic skills qualifications throughout the UK through a 700 strong supply chain and a contract delivery target value in the region of £75m – and with a direct accountable budget of £25m. Aligned with this delivery was planning, commissioning, managing and motivating supply chains to deliver to target. In the last year her role at Ufi was Head of Government Accounts which included bidding for Government Funded Tenders in the Skills and Welfare Sectors. This bidding has given her a detailed insight into advanced bidding techniques for Government and other contracts.

A specific area of expertise is developing a supply chain for delivering e-learning. She was responsible for the supply chain modelling of Ufi's expansion into 37 prisons of all categories across the UK as well as integrating e-learning into client training programmes and other client journeys such as welfare to work. Public Service Review published an article written by May which asks whether e-learning in prisons can play a significant role in re-building the lives of offenders

Her career has spanned extensive working in the public sector in leading and developing customer facing services ranging from health to Local Authority Walk in Centres. This work included customer satisfaction policies and strategies. She worked in the NHS, Local Government and for a variety of commercial organisations. In South Africa she was responsible for the services of SAFTO (South African Foreign Trade Organisation) across the Western Cape and Namibia. Additionally May has experience of working in a marketing environment supporting high value brands to develop their profiles through exhibitions, video and large event organisation.

May has now transferred her experience and expertise into training and over the last five years has built up experience of delivering training internationally in communications, tendering and bidding, event organisation and other soft skills to executives at all levels in multi-billion dollar organisations.