

Event Organiser

Duration: 5 Days

Language: en

Course Code: IND15-111

Objective

Upon completion of this course, participants will be able to:

- Grasp the intricacies of the event planning journey, starting from the initial concept to the final execution.
- Formulate impactful event strategies, oversee stakeholders, and address potential risks.
- Implement project management principles that guarantee the seamless execution of events.
- Appreciate the significance of marketing and communication in the realm of event management.
- Explore the influence of evolving trends and technologies on the planning and execution of events.

Audience

This course is designed for anyone responsible for managing and delivering corporate events

on a large scale. It would be most beneficial for:

- Business Owners
- Event Managers
- Event Employees
- Health & Safety Personnel
- Risk Assessors
- Marketing Managers
- Administration Employees
- Customer Service Representatives
- Financial Officers
- Funding Managers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will discover essential project management skills using tried-and-tested methodologies and techniques, including Gantt charts and RAG reporting, to ensure that a project stays on track until the very end.
Participants will participate in group discussions to uncover the most common pain points of event management and discover how to address budgeting and funding from various stakeholders. There will also be role-playing exercises to help you navigate the tough customer service and client-facing elements of the role.

Summary

In the fast-paced world of corporate events, effective time management is key to ensuring seamless execution. To be successful, it’s important to learn valuable strategies for optimally allocating time, meeting deadlines, and efficiently navigating the various stages of corporate event planning.

In this course, you’ll focus on developing your professional project management skills with tried and tested techniques that will empower you to approach corporate event planning with a structured and systematic methodology. From initial conception to post-event evaluations, we'll guide you through industry-proven project management techniques tailored specifically for corporate events.

You will gain practical insights, enhance your time management and organisational skills,

and acquire the tools needed to navigate the complexities of corporate event planning, manage risks, and allocate budget effectively. This will help you achieve the best possible resolution and keep your guests and clients happy.

Course Content & Outline

Section 1: **Introduction to Event Planning**

- Introduction to event logistics and operations.
- Vendor management and contract negotiation essentials.
- Basics of event marketing and promotional strategies.
- Event risk management and contingency planning.
- Integration of technology in the early stages of event planning.
- Sustainable event planning practices and considerations.

Section 2: **Securing Funding for Events**

- Identifying potential funding sources and sponsors.
- Developing a compelling and persuasive event proposal.
- Crafting effective sponsorship packages and benefits.
- Negotiating sponsorship agreements and partnerships.
- Leveraging social and digital media for sponsorship visibility.
- Creating a targeted and strategic fundraising plan.

Section 3: **How to Manage Your Event Project Using Professional Tools**

- Overview of key features in project management software.
- Understanding the role of Gantt charts in event project planning.
- Creating and customising Gantt charts for event timelines.
- Implementing RAG reporting for tracking project status and risks.
- Using RAG reporting to communicate project health to stakeholders.
- Integrating Gantt charts and RAG reporting for comprehensive project planning.

Section 4: **Customer Service & Stakeholder Communication**

- Developing and presenting event proposals that align with client objectives.
- Negotiation skills for successful contract agreements with clients.
- Client collaboration in the design and theme of events.
- Incorporating client feedback into event planning and execution.
- Providing ongoing updates and communication during event preparation.
- Budgeting and financial transparency in client management.

Section 5: **Risks Assessments & Legal Obligations**

- Resource allocation and workload management using project tools.
- Risk assessment and mitigation features in project management software.
- Document management and version control for event planning documents.
- Mobile accessibility and on-the-go project monitoring.
- First aid and medical support provisions for event attendees.
- Fire safety protocols and evacuation.
- Food safety and hygiene requirements for event catering.
- Alcohol licensing regulations and responsible service practices.
- Legal and ethical considerations in client management for events.

Section 6: **Evaluation & Future Trending**

- Incorporating diversity and inclusivity trends in event programming.
- Understanding the role of experiential and immersive trends in events.
- The influence of health and wellness trends on event experiences.
- Navigating economic factors affecting the future landscape of events.
- Adapting to changing regulations and compliance standards in events.
- The role of artificial intelligence and technology in events.
- Leveraging data analytics and metrics to predict event trends.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Finance, Accounting & Budgeting, Management & Leadership

Tags

Event, Event Mangement, Organisational Excellence, Event Planner, Organisation

Related Articles

Understanding Event and Conference Planning: Key Strategies and Benefits

YouTube Video

https://www.youtube.com/embed/qeg6TdgdNGU?si=J6cXBK9n2wOFeT4a