

Introduction to Event Management

Workshop Overview

Overview

A practical one day workshop for anyone involved in delivering events such as conferences, seminars, fun days or AGMs. Participants are taken through each stage of the planning process from conception to completion looking at:

- Event conceptualisation
 - Why host an event?
 - Aims and objectives
 - Understanding outputs and outcomes
- Event design
 - Event formats
 - Programming
 - Venue appraisal
 - Accessibility and diversity
 - Audience profile
- Planning
 - Planning tools
 - The event team
 - Legal obligations
 - Budgeting and forecast
 - Health and safety
 - Trouble shooting
- Event marketing
 - Pre-event awareness
 - Marketing mix
 - Social media interaction
 - Post event marketing
- Customer service
 - Booking and registration
 - Hospitality, goody bags
 - Monitoring and evaluation

This workshop aims to equip participants with the knowledge and practical skills required to plan and deliver successful events. Participants should be prepared to engage in activities like role play, presentations, case studies and group work.

Who Should Attend

This workshop is suitable for:

- Beginners to event management wanting an overview of the process from start to finish.
- Those currently organising events but would like some structure to their approach.

Previous participants have included personal assistants, secretaries, PA's, administrators, event officers, fundraisers and marketing assistants, from a range of sectors that includes charity, public, finance, pharmaceutical, arts, construction, entertainment and retail.

Delivery

Workshops are delivered at the London Metropolitan University.

2012 Dates (Jan – July)

Each workshop runs from 10:00 – 16:00.

- 22nd February
- 18th April
- 20th June

Cost per person (max 10 spaces)

£175 plus VAT, which includes lunch and refreshments.

The workshop can also be run in-house for a maximum of 6 participants for £900 plus VAT (excludes lunch and refreshments).

What next?

If you require further information, please contact veronica on 020 8819 9919 or by email at veronica@vjem.co.uk.

If you would like to reserve your space, please complete the form on page three and fax it back to 020 8819 9920. We will then raise an invoice which must be settled within 30 day in order to confirm your space.

Look forward to seeing you on this dynamic, fun day.

Introduction to Event Management (one day)			
Date:		Location:	London Metropolitan University
Name:		Position:	
Organisation:		Address:	
Telephone:		Email:	
Web:			
Invoice details (if different from above)			
Print name:		Position:	
Signature:		Date:	

It would be really useful if you could answer the following questions:

1. What is your current experience of event management? State the type of events you have worked on and your involvement.

2. In one sentence what do you hope to get from this workshop?