

# Strategic Event Management

## INTRODUCTION

- This Strategic Event Management training seminar will take your events programme to the next level building your brand and reputation in line with corporate objectives. Getting the right mix of events with the right design values and consistent messaging to the right audiences is key. But what are the 'right' decisions?
- Being correctly positioned at key industry conferences and exhibitions is important for brand visibility and positioning. Courting the right guests at your social events builds influence plus, every event needs to be well planned and organised. Lack of attention to a critical detail could result in your event being talked about for all the wrong reasons with damage to your brand and reputation.
- This training seminar will highlight:
- Selecting the right events for your purpose spreading risk across many events, so that success won't depend on one event alone
- The cumulative building of key messages and brand values with key stakeholders
- Master planning, hosting and following-up like a world-class professional
- Building capability, a trusted suppliers list and infrastructure across events
- The skills of the perfect host and media spokesperson

## OBJECTIVES

At the end of this training seminar, delegates will be able to:

- Plan a programme of events to support and deliver the corporate strategy
- Select from a range of events and know how to deliver each type
- Schedule and plan each event within budget and deadlines
- Identify the most appropriate venues and activities for your events
- Manage VIPs and the media with confidence
- Troubleshoot plans to solve potential problems before they emerge

## **ORGANISATIONAL IMPACT**

- Greater value from the complete range of events
- More focused events to build and maintain reputation
- More memorable events aimed at the right people
- An in-house resource capable of organising events directly or outsourcing wisely
- Staff better informed to provide project oversight of event suppliers
- Staff capable of ensuring tight budgetary and scheduling control over events

## **PERSONAL IMPACT**

- Increased confidence to tackle event planning / management across a programme
- A method to make decisions about the best type and format of event to employ
- Greater understanding of the processes involved in event management
- An understanding of the main elements in event organisation
- More focused activity aided by thorough checklists and manuals
- Better time management facilitating the opportunity for greater creativity

## **WHO SHOULD ATTEND?**

This training seminar is relevant to anyone likely to have responsibility for the delivery of events for the organisation but new to the concepts and practicalities of this facet of communications.

- Staff tasked with event delivery
- Middle and senior managers tasked with the direct delivery of events or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes event management
- Senior managers up to Board level with responsibility for the strategic use of events as part of the organisation's PR and marketing strategy and their effective deployment

## **Course Outline**

### **The Role of Events in your Corporate Strategy**

- Analysing your Corporate Strategy and Plans to develop an Event Strategy
- Assessing your Needs
- The Importance of Clarity of Purpose and Audience Needs Analysis
- Choosing the Right Events to Fit the Objectives
- Budget - Staff, Time, Materials Money

## Event Planning: The Theory and Practice

- The Importance of Messaging
- Developing your Corporate Story
- Brand and its Expression in your Event Concept
- Consistent Messaging and Tone across Events
- Sponsorship and Long-term Partnership / Alliances
- Event Promotion and Marketing

## Event Management

- Scheduling - The Long-term Plan
- Building up your Palette of Equipment, Staging and Brand Collateral
- Contracting and Managing a Suppliers List to Deliver your Plan
- Flawless and Consistent Contracting that omits No detail
- Managing Suppliers on Site
- Entertainers, Speakers and Hosts – Selection, Briefing and Support
- Exhibitions and Displays

## Invitations, VIPs and Hospitality

- Developing your Social Engagement List of VIP Stakeholders
- Briefing your Team and Senior Managers, Speakers and Honorees
- Working with VIPs, their Diaries and Social Teams
- Hosting, Greeting, Farewell and Follow-up
- Creating Mementoes and Publicity Collateral
- Planning for every Contingency
- Staying Safe - Risk Assessment and Events

## Bringing it All Together

- Managing the Media across your Programme - Press Releases, Packs and Gifts
- Conducting Interviews and Briefing Interviewees to Build Messages
- Photography and Videography as a Cumulative Record – Developing 'B' Roll
- Social Media and Remote Event Additions to Enhance Coverage
- Evaluating Each Event's Success