

€ TRAINING

Seminar: Protocol & Event Management
(Certified Event Specialist)





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Introduction:

This course is a must for any business aiming to include events as part of their Public Relations and Marketing activities. The face to face communication opportunities created by events provides business people with the most powerful opportunities to influence their colleagues, clients, and investors. Smooth well run events reflect well on any business building its reputation and standing. This course provides a comprehensive grounding in all the basics of event management allowing attendees to effectively organize their events or more closely manage contractors organizing events for them.

Course Objectives:

At the end of this course the participants will be able to:

- Schedule and plan an event
- Learn how to be familiar with a range of events they are likely to engage in and the requirements for their successful delivery
- Identify the most appropriate venues and activities for their events
- Manage the media at their events with confidence
- Troubleshoot event plans to identify potential problem areas before they emerge
- Understand what events can do for your PR and marketing strategy
- Get practical hints and tips on venue choice, stage management, and different types of dining
- Learn how to look after guests and protocol for VIPs

Targeted Audience:

- 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 organization's PR and marketing strategy and their effective deployment
- PR Professionals
- Marketing Professionals
- Individuals who want to get a new experience to improve their profile

Course Outlines:

Unit 1: The Role of Events in a PR or Marketing Strategy:

- An overview of Public Relations and how events fit in
- Events and the PR Transfer Process
- Strengths and weaknesses of events as a form of communication
- The Six Point PR Plan and its application to event management
- Assessing your needs
- The importance of clarity of purpose
- The importance of the audience

- Choosing the event to fit the objective
- Budget - staff, time, materials money
- Evaluating the event success
- A review of the different types of the event available

Unit 2: Event Planning, The Theory, and Practice:

- Scheduling - the long term plan
- Event running order - timing of an event
- Budget control
- Managing suppliers
- Venue considerations
- Suitability for the event - support for the message
- Size - capacity
- Type
- Access
- Accommodation
- Layout for different events - Seating etc

Unit 3: Managing the Media at Your Events:

- Keeping your objectives in mind
- Is it a media event - what's in it for them?
- Generating news through an event
- Inviting the media - invitations and press releases
- The press office - Staffing, setting up and running it
- The press pack and gifts
- Conducting interviews and briefing interviewees
- Managing to film on site
- Photography at your event
- Involving your in-house media