

# € TRAINING

Advanced Event Management



7 - 18 October 2024  
Amsterdam (Netherlands)



# Advanced Event Management

REF: X1673 DATE: 7 - 18 October 2024 Venue: Amsterdam (Netherlands) - Fee: 9460 Euro

## Introduction

Advanced Event Management is a program that focuses on the planning, coordination, and organization of events for individuals and groups. It is a specialized program that offers in-depth knowledge and practical skills for organizing large-scale events.

## Program Objectives

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

- Familiarize yourself with the management skills and strategies essential for successful event planning, promotion, execution, and evaluation.
- Gain knowledge of the role and purposes of special events in the organization.
- Learn how to design successful special events using the tools and strategies that are required.
- Acquire the information and skills necessary to plan, implement, and run unique events
- Acquire the skills and information needed to evaluate the quality and success of special events

## Targeted Audience

This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.

## Course Outlines

### Unit 1:

#### The Event Project

- The modern events industry; categories, sizes and scopes of events.
- Events as projects, adapting project management techniques.
- Event stakeholders.
- Event creation, the "five Ws", feasibility, the "WOW factor", themes.

### Unit 2:

#### Event Personnel

- The event manager's roles and obligations, as well as the talents, abilities, and expertise required
- Make-up and personnel teams, as well as creative teams, are part of the event teams.
- Managing a variety of people and teams on a short-term basis.
- Interpersonal communication abilities, decision-making abilities, and time management abilities

### Unit 3:

#### Event Planning

- The concept and goal of the event, as well as the vision and mission statements.
- Setting SMART goals, and doing a SWOT analysis.
- Lead time, event dates, influencing circumstances, and venue concerns.
- Event action plans, a business plan for the event, and event documentation

### Unit 4:

#### Event Budgets & Finance

- Financial projections and forecasts, budget development, and budgetary control
- Entry and entrance fees, sponsorship, merchandise sales, and concessions are all sources of revenue.
- Items that are commonly used to cover the costs of an event.
- Final accounts, accounting and control, and financial planning

### Unit 5:

#### Corporate Sponsorship

- What sponsorship involves, benefits sponsors seek
- Identifying, contacting, and negotiating with possible sponsors.
- Sponsorship packages: common features, pricing considerations, and associated expenses
- Proposals, documents, agreements, or contracts for sponsorship; ongoing relationships with sponsors.

### Unit 6:

#### Event Venues, program, and schedule

- Location, dimensions, surroundings, facilities, dates, and availability are all basic and crucial elements in venue selection and suitability.
- Prices and terms, rental agreements, conditions, booking.
- Organizing supplies, services, equipment, and furnishings for events, as well as food and refreshments.
- Main, core, secondary, support, and ancillary activities.
- Multiple and concurrent activities, Gantt charts, and timing and sequencing of event activities,
- Contingency plans.
- Production of printed programmes.

## Unit 7:

### Legal Issues & Insurance for Events

- Responsibilities under the law, copyright, licences and permits, sanctioning, performing rights, disability issues.
- Features of legally binding contracts and agreements.
- Quotations for supplies of goods and services, purchase orders.
- Insurance cover, claims, indemnity.

## Unit 8:

### Logistics & Production, Health, and safety

- Identifying the resources required; planning logistics to enable the smooth flow of resources, materials, people, access, and egress.
- Equipment and services should be placed safely, and sanitary facilities should be available.
- Information, safety, welfare signage, emergencies, and site/venue maps
- Litter and waste management
- Risk assessments, risk management, and accident prevention
- Crowd control, crowd dangers, queue management, and the usage of barriers and fencing
- Planning and procedures for incidents and emergencies, safe evacuation, and show stops.
- Hazards associated with transportation and electricity

## Unit 9:

- Marketing & Promotion
- Promotional campaigns to raise public awareness of an event.
- Market research and strategy, SMART marketing objectives, and the marketing mix
- Printed materials, media advertising, online advertisements, websites, and viral marketing are all examples of marketing tactics.
- Evaluation and reports following the event, as well as audience research.

## Unit 10:

### Starting and Building Events Businesses

- Reasons for starting events businesses, finding a niche, deciding types of events to focus on, and the right business unit.
- Working from home with a business idea and funding.
- Client retention, social media, websites, recommendations, and goodwill
- Structures of fees, accounting, and insurance.