

## Event Management Training 2009/10 (2 days)

- Outline:** This workshop is a one-stop-shop for learning how to organise a successful event. Using our tried and tested techniques you will discover how to bring an event in on-budget, on-time, every time...
- Your trainer is a highly experienced event organiser who can provide you with a real insight into successful event planning and execution. The course is delivered as a mixture of both theory and practical exercises, with a good use of case studies and examples to help bring the subject to life and make it easier for you to implement our tried and tested techniques for your next event.
- Suitability:** Suitable for all experience levels if you wish to learn practical ways to successfully manage events
- Objectives:**
- **Planning** - Define your aims and objectives, set goal posts, profile your event, assess your target audience, set your budget and put a timeline into place
  - **Risk Assessment & Management** - Discover how to identify the risks that may exist and how to plan for every eventuality and manage them successfully
  - **Venue** - Find out how to source and select the right venue
  - **Event logistics** - Learn to decide on timings, numbers and setting an agenda
  - **Budgeting** - Define your objectives, look at the feasibility of the event and allocate costings
  - **Communication** - Learn to define your goals, audience, methods and evaluation
  - **Marketing & Promotion** - Find out how marketing and promotion is essential for your events and discover how to use these doctrines in your planning
  - **On-site Management** - Define tasks and responsibilities, anticipate needs, 'walk the event', look at emergency procedures, staging tools, health and safety, logistics and other planning/strategy considerations
  - **Post Event Evaluation** - Learn from your events and use that information to help ensure the success of future events and maximise your investment
- Venue:** Central London, less than 10 minutes walk from five tube stations - Regent's Park, Great Portland Street, Warren Street, Goodge Street and Oxford Circus
- Dates:** 10 - 11 July 2009, 11 - 12 November 2009, 14 - 15 Jan 2010
- Time:** 10:00 - 16:30 (09:45 registration on day 1)
- Price:** £799 + VAT
- Includes:** Tea & coffee on arrival, All course materials, Tea and coffee breaks mid morning and mid afternoon, Lunch, Certificate of completion

**Event Management Booking Form**

Course: \_\_\_\_\_

Date: \_\_\_\_\_

**Applicant details**

Title:

First name:

Last name:

Address:

Post code:

Telephone:

Email:

**Employer/Sponsor details**

Name:

Address:

Post code:

Telephone:

Email:

I enclose a cheque payable to The Management Development Company for the full balance

I the undersigned confirm that I have read the attached course description and that I have read and accepted the terms and conditions of booking stated below.

Signed:

Date:

**THE MANAGEMENT DEVELOPMENT COMPANY**

enhancing business performance

## **Terms and conditions of booking**

### **Payment**

Places on the course will only be allocated where full payment has been received prior to the course start date.

### **Amendments and cancellation**

If you are unable to attend a course then you may send some one else in your place, provided that you notify us.

If for reasons beyond your control you are unable to attend the course (more than 30 days before the course) we will place you on the next course.

If you need to reschedule (more than 20 days of the course start date) there will be a £150 + VAT rescheduling fee.

Cancellation made within 20 days of the course start date will result in the loss of the course fee. However, you may transfer your place to another person at no extra cost provided you have advised us in writing, before the course starts. No refunds are given for non-attendance.

If we have to cancel a course we will refund your fees in total but cannot be held liable for any other expenses incurred by participants or their companies due to the cancellation.

[www.themandevco.com](http://www.themandevco.com)