

Successful Event Management – One Day Workshop Agenda

Course Director: Richard John

Summary	Great events change the world, so well designed, implemented and evaluated events can deliver outstanding results for your organisation. But far too many events are done as ill-conceived one-offs without any real understanding of how to maximize the opportunities.
Programme	<p>09.00 – 09.30 Registration & coffee</p> <p>09.30 – 09.45 Introductions and Objectives</p> <p>09.45 – 11.00 Session 1 – Understanding Events</p> <ul style="list-style-type: none">• The development of events in a digital world• Creating an effective event strategy <p>11.00 – 11.15 Break</p> <p>11.15 – 12.45 Session 2 – Proper planning</p> <ul style="list-style-type: none">• Creating real objectives, and understanding event Rol• Mastering event contracts and negotiation skills <p>12.45 – 13.30 Lunch</p> <p>13.30 – 15.00 Session 3 – Proposition and Positioning</p> <ul style="list-style-type: none">• Event design – the new approaches to effective event creation• Effective event implementation and the virtuous event circle <p>15.00 – 15.15 Break</p> <p>15.15 – 16.45 Session 4 – Personality and Audience</p> <ul style="list-style-type: none">• The future – virtual and hybrid event strategy• Event legislation <p>16.45 – 17.00 Summary and Questions</p>

	17.00	End of day
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