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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Events and Conference Organizers, Abilities & Performance Development Program

برنامج تطوير قدرات ومهارات منظمي الفعاليات والمؤتمرات

13 – 17 January 2019

Dubai/ United Arab Emirates

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

Events and conferences Management is a rapidly growing field within the services sector not only for its recreational qualities but also for its power of communication. The great strength of this business sector is that a well-organized event is capable of satisfying guests and participants on multiple levels – an event is not only a diversion for its participants but a tool capable of unifying large bodies of people around a specific happening, and at its best around a specific idea. With its multifaceted role, which includes planning, organization and execution, events and conferences management requires a thorough grasp of key procedures, such as forming an initial concept and targeting an audience through market research, as well as branding and sponsorship.

## Objectives

The development Program in Events and conferences Management at PROJACS aims to equip participants with essential knowledge and skills needed to excel at each stage of the events and conferences management process. The course covers such topics as conceptualization, planning, marketing, budget forecasting, event and conference execution and post-event and conference analysis. Practical, theoretical and strategic expertise will be provided within a challenging environment for participants to succeed within this dynamic field.

After successful completion of the program, participants will be prepared for employment opportunities in areas such as: organization of fashion & celebrity events, fashion shows, film awards, road shows, corporate events & seminars, conventions, exhibitions and trade fairs, art galleries, museums, event agencies, social and charity events, NGO events, wedding celebrations, concerts & festivals, product launches, public relation agencies and the hotel & tourism industry, among many others.

## Who Should Attend?

- 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

## Outline

### Day One

- The Role of Events in a Public Relations 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 Event available

### Day Two

- 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 Event - support for the message
- Size - capacity
- Type
- Access
- Accommodation
- Layout for Different Events - Seating, etc.

### Day Three

- Stage Management, Dining and Entertainment, Health and Safety
- “Stage Management” of the Event
- Ensuring the Event is on-message and on-brand

- Welcome Desk - set up and management
- Sets and Staging
- Corporate Identity on Display
- Food can be part of the message
- Different Types of Dining for Different Events and Practical Implications
- Dining Protocol - formal dinner, informal eating
- Choosing Catering Suppliers - in-house with venue or external
- Entertainment and music at your Event
- Managing Entertainers at Events
- Staying Safe - Risk Assessment and Events
- Addressing risk areas at Events

#### Day Four

- 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 Filming On-Site
- Photography at your Event
- Involving your In-house Media

#### Day Five

- Invitations, VIPs and Bringing it all Together
- Getting your Audience there
- Invitation Process for Different Types of Event
- Invitation Protocols
- The Importance of RSVP
- Working with VIPs
- Invitations
- Meet and Greet
- Hosting and Farewell
- Follow-up
- Building an Event Management Team
- Event Planning Exercise involving all elements discussed through the week.

### Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

### Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

### Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

### Course Fees\*

- **2,950USD**  
*\*VAT is Excluded If Applicable*