

## **Strategic Event Management**

### **DAY 1**

#### **The Role of Events in your Corporate Strategy**

- Analysing your Corporate Strategy and Plans to develop an Event Strategy
- Assessing your Needs
- The Importance of Clarity of Purpose and Audience Needs Analysis
- Choosing the Right Events to Fit the Objectives
- Budget - *Staff, Time, Materials Money*
- Creating an Event Management Plan
- Venue Choice and Suitability Assessment

### **DAY 2**

#### **Event Planning: The Theory and Practice**

- The Importance of Messaging
- Developing your Corporate Story
- Brand and its Expression in your Event Concept
- Consistent Messaging and Tone across Events
- Sponsorship and Long-term Partnership / Alliances
- Event Promotion and Marketing

### **DAY 3**

#### **Event Management**

- Scheduling - The Long-term Plan
- Building up your Palette of Equipment, Staging and Brand Collateral
- Contracting and Managing a Suppliers List to Deliver your Plan
- Flawless and Consistent Contracting that omits No detail
- Managing Suppliers on Site
- Entertainers, Speakers and Hosts – *Selection, Briefing and Support*
- Exhibitions and Displays

### **DAY 4**

## Invitations, VIPs and Hospitality

- Developing your Social Engagement List of VIP Stakeholders
- Briefing your Team and Senior Managers, Speakers and Honorees
- Working with VIPs, their Diaries and Social Teams
- Hosting, Greeting, Farewell and Follow-up
- Creating Mementoes and Publicity Collateral
- Planning for every Contingency
- Staying Safe - *Risk Assessment and Events*

## DAY 5

### Bringing it All Together

- Managing the Media across your Programme - *Press Releases, Packs and Gifts*
- Conducting Interviews and Briefing Interviewees to Build Messages
- Photography and Videography as a Cumulative Record – Developing ‘B’ Roll
- Social Media and Remote Event Additions to Enhance Coverage
- Evaluating Each Event’s Success