

KOENIG SOLUTIONS • COURSE OUTLINE

Event Management: Suppliers, VIPs & Publicity

Learn to plan, staff and deliver corporate events, from strategy and supplier contracts to VIP hospitality and media coverage.

5 Days

DURATION

5

MODULES

32

TOPICS

COURSE OVERVIEW

This course covers building an event strategy that aligns with corporate objectives, including needs analysis, budgeting and venue choice. It then addresses event planning theory, covering messaging, brand expression, sponsorship and promotion. Attention turns to operational management, including scheduling, equipment, supplier contracting and on-site supplier and entertainer management. Later modules address VIP invitations, hospitality, risk assessment, and media management including press relations, photography, social media and event evaluation.

WHO THIS COURSE IS FOR

Event Managers

Event Planners

Marketing Managers

Corporate Communications Staff

PR Professionals

Hospitality Coordinators

LEARNING OBJECTIVES

- Analyse corporate strategy to develop an event strategy
- Assess audience needs and choose events to fit objectives
- Create an event management plan and budget
- Develop consistent messaging and brand expression across events
- Plan sponsorship arrangements and event promotion
- Contract and manage suppliers, entertainers and speakers
- Plan VIP invitations, hospitality and contingency arrangements
- Evaluate media coverage and overall event success

5 Modules, 32 Topics

DAY 1

01

The Role of Events in Your Corporate Strategy

TOPICS

- 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

02

Event Planning: The Theory and Practice

TOPICS

- 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

03

Event Management

TOPICS

- 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

04

Invitations, VIPs and Hospitality

TOPICS

- 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

05

Bringing It All Together

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

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