

Effective Meeting and Event Planning

Course Summary

Description

Many organizations host or participate in a variety of meetings and events, large and small, throughout the year. When properly executed, these meetings and events can deliver a tremendous return on investment in terms of exposure, education, marketing, sales or other objectives. Conversely, the impact of a poorly executed meeting and event can be substantial. All too often the very critical role of organizing meetings and events falls to someone who has had no formal training in this field. Facilitated by a Certified Meeting Planner, this two day workshop will provide you with a sound foundation for successfully planning and executing a wide variety of meetings and events.

Objectives

At the end of this course, students will be able to:

Plan and execute a variety of meetings and events:

- more effectively
- more efficiently
- with a better return on investment
- with less stress and a smile on your face

Topics

- Setting Goals, Objectives and Planning Program Content
- Financial Management
- Facilities, Services and Information Technology
- Logistics

Audience

This course is designed for anyone who is responsible for some elements of meeting and event planning within their organization or volunteer work. This includes but is not limited to conferences, workshops, gala dinners, trade shows and charitable events.

Prerequisites

There are no prerequisites required for this course.

Duration

Two days

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Course Outline

I. Setting Goals, Objectives and Planning Program Content

- A. Methodology to planning a successful program that meets all goals and objectives through building timelines
- B. Increase attendance and the importance of history
- C. The Return on Investment
- D. Marketing and Promotion

II. Financial Management

- A. Revenue and Expense Analysis – building a budget
- B. On-site Procedures and Policies
- C. The Who, What, Where and Why of Signing Contracts
- D. Liability and Insurance Requirements
- E. Minimizing Risk

III. Facilities, Services and Information Technology

- A. How to Select an Appropriate Venue
- B. How to Design the Perfect Set Up
- C. Audio Visual, Internet and E-conferencing Requirements
- D. The Impact and Importance of Food and Beverage Offerings
- E. The Environment and Green Meetings

IV. Logistics

- A. Importance of a Planned Scenario
- B. Contingency Planning – Why it is Necessary?
- C. Various Methods of Handling Reservations and Housing
- D. Supplier Relationships – Critical to Your Success!
- E. Volunteer Recruitment, Management and Orientation