Award in Office Management and Administration

Lecture 8: Events Management

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Event Management

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Why become an events manager?

What kind of events planner do you want to be ?

Specific Events Planner

General Events Planner

Qualifications, Daily tasks and Your position

- Discussing what the client wants.
- Producing original ideas for events.
- Agreeing budgets and time-scales with the client.
- Researching venues, contacts and suppliers.
- Negotiating prices with suppliers and contractors.
- Managing a team.
- Booking venues, entertainment, equipment and supplies.
- Hiring and supervising contractors such as caterers and security.
- Publicizing the event.
- Making sure that everything runs smoothly on the day.
- Ensuring that health, safety and insurance regulations are fol[illegible].

Events you can plan

Wedding Event

Specialized Event

General Event

Strategy-setting

- Meetings- SWOT analysis
- Using your resources
- Benefits of strategic management
- Working with a timetable
- Planning a budget
- Look at previous plans
- Feedback
- Implementation

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Why strategic Management is a must

- Time and Team
- Check and communicate
- Details
- Research
- Conflict

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Technology

- Efficiency
- Increase revenue
- Reduce stress

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Events Management and Planning software

- Aventri
- Eventbrite
- Boomset

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Events Manager Success Tips

- Time management skills
- Resourceful
- Communication skills
- Passion and creativity
- Calm but firm
- Open-minded
- Negotiation skills
- Quick decision-making

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Customer Service Skills

Going the extra mile for your clients	**How to manage your time effectively**

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Tips, Delegation and Scheduling

- Prioritize
- Delegate
- Scheduling

Reasons for scheduling	Make realistic schedule

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Prioritize Eisenhower Matrix

An events planner needs to make use of additional events management communication tips such as:

- Empathy
- Listening
- Asking relevant questions
- Being a storyteller
- Make a script, if need be, for small talk
- Getting rid of distractions
- Being specific and brief

Types of Events

Small and Private Events

BEFORE THE EVENT

DURING THE EVENT.

FOLLOWING THE EVENT.

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Before the event

Initial	Select	Set	Make	Create	Create	Determine	Examine
steps you need to take when organizing a small event:	a date and make sure your chosen venue is available. When budgeting, you should bear in mind that prices go up around key religious holidays, as well as bank holidays.	the start and stop time.	If your budget is coming from several sources, make sure you organize when people are going to pay you and how much they'll be paying.	a list of what you plan to do and identify when you need to complete each task by.	a menu. At the same time, find out how many guests will be attending and whether they have special dietary requirements .	how you'll send out the invites. Today this can include issuing invites via social media, as well as the usual physical means and emails.	whether your location is accessible and suitable for all the guests in attendance.

You need to move into the following next steps 24-36 hours before the event:

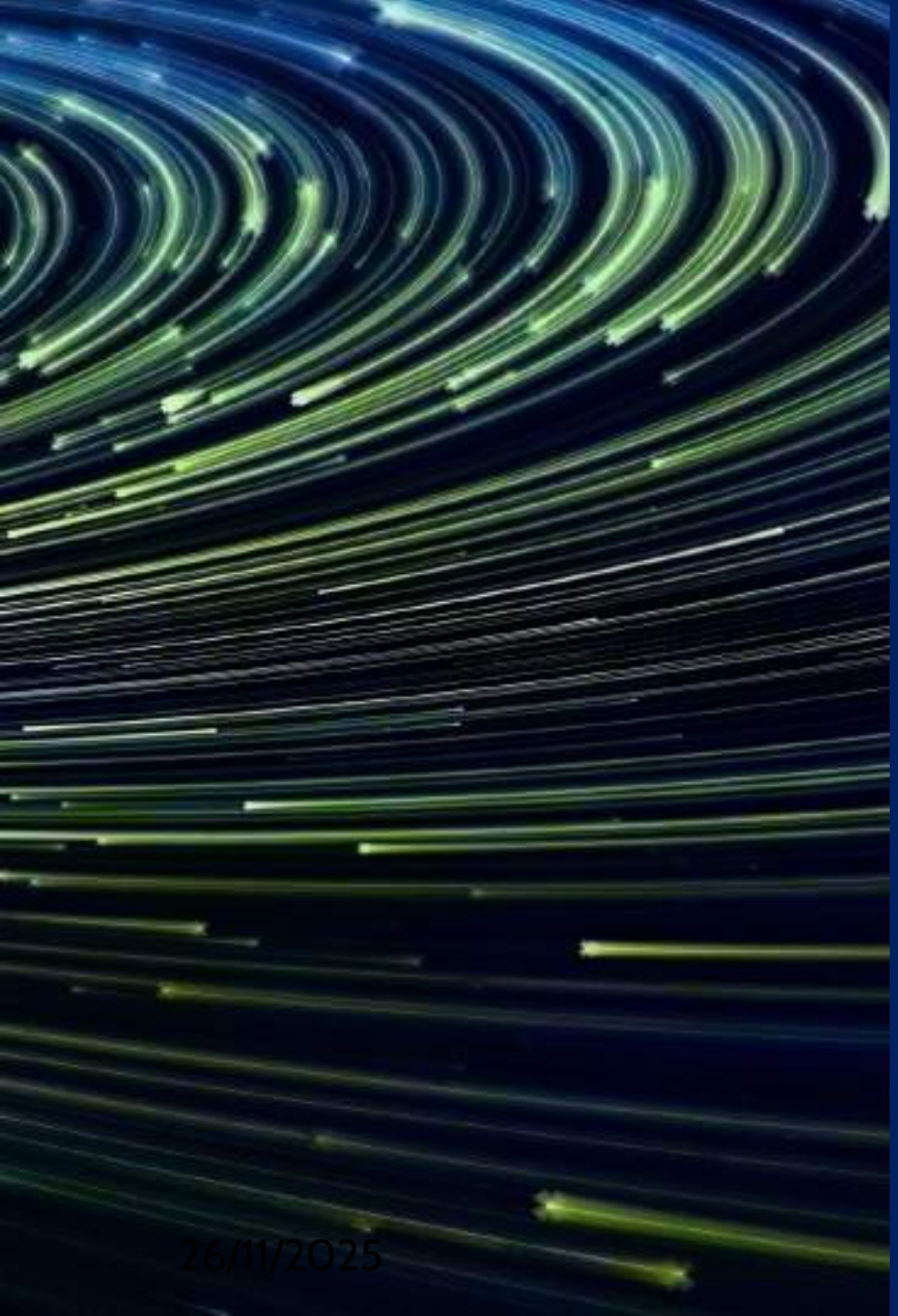
Finalise	all the details with the hosts.
Make	sure, the space available is well prepared for the chairs you're using.
Collect	all the key items you'll need at the event.
Make	all necessary decorations.
Confirm	everything with the caterer and drinks provider.
Make	sure any presentation or entertainment equipment you're using is working.

During the event

- Signposting
- Listening
- Clean Venue
- Expectations

After the event

- Client Follow up
- Post-event analysis
- Attention to detail



Corporate events, Conferences and Exhibitions

- Factors to consider
- Creating the right image
- Finding the right location
- Manage the company's budget
- Special objectives
- Event photographer

Corporate Events for Team building

So, what sort of events might companies expect? This can include:

Treasure hunts.

Voluntary work.

Cocktail making.

Chocolate making.

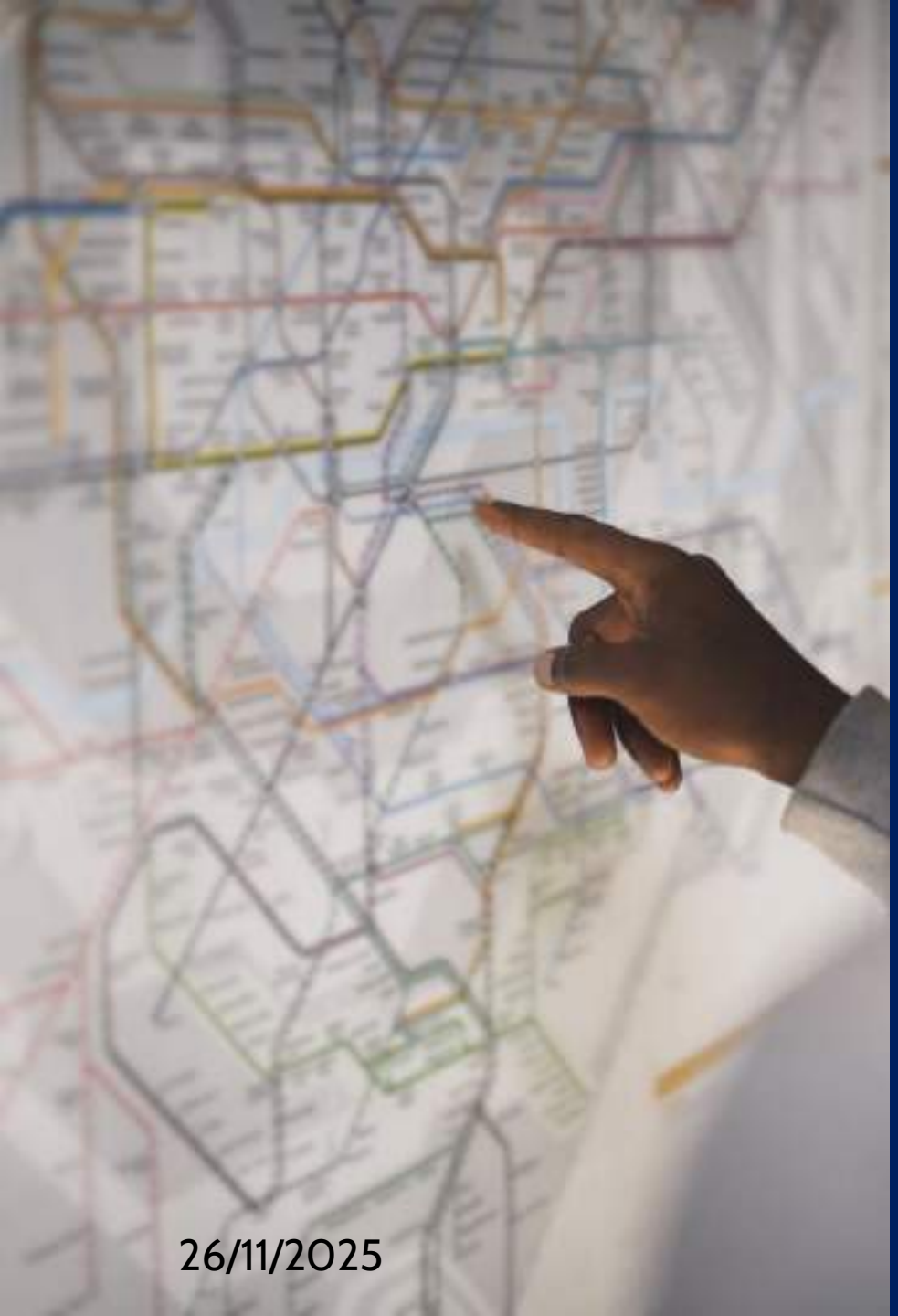
Sports events.

Quizzes.

Fun runs.

Conferences

- Budgets
- Attendees
- Right location



Exhibitions

- Managing Exhibition Traffic
- Planning for Emergencies

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Factors to consider

- Organising a celebrity event
- When to invite celebrity
- Get in touch with celebrities
- Choose your celebrity
- Opportunity for sponsorship
- Event security
- Event coverage

Organising fundraising events

- Charity events
- Purpose of event
- Budget
- Staying within budget

Fundraising events involving alcohol

- First aid
- Health and safety
- Serving food
- Sales and marketing (marketing plan/tiers of ticketing/donations

Sports Events

Ticket sales

Licences & Insurances

Safety measures

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Hospitality events

- Before the event

- Closer to the event date

General considerations

- Transport
- Weather
- Facilities
- Venue
- Costs
- Timing
- Catering
- Health & Safety

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"There are dreamers and there are planners; the planners make their dreams come true."

Edwin Louis Cole