

Effective Meeting and Event Planning

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no.	151-16
Duration	2.00 day(s) 12:00 hours ¹
Website link	https://pmctraining.com/training/effective-meeting-and-event-planning/

Techniques and Methodologies to Plan a Wide Variety of Meetings and Events

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 or 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.

Learning outcomes

At the end of this workshop, you 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

Workshop topics

Setting Goals, Objectives and Planning Program Content

- Methodology to planning a successful program that meets all goals and objectives while building timelines
- Increase attendance and the importance of history
- The return on investment

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- Marketing and promotion

Financial Management

- Revenue and expense analysis – building a budget
- On-site procedures and policies
- The Who, What, Where and Why of signing contracts
- Liability and insurance requirements
- Minimizing risk

Facilities, Services and Information Technology

- How to select an appropriate venue
- How to design the perfect set-up
- Audio-visual, Internet and e-conferencing requirements
- The impact and importance of food and beverage offerings
- The environment and "green" meetings

Logistics

- Importance of a planned scenario
- Contingency planning – why is it necessary?
- Various methods of handling reservations and housing
- Supplier relationships – critical to your success!
- Volunteer recruitment, management and orientation

Post-Event Evaluation

Prerequisites

There are no prerequisites for this course.

Who should attend this course?

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.