

Award in Office Management and Administration

Lecture 8: Events Management

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Event Management



Why become an
events
manager?

Event Planner



What my friends think I do.



What my mom thinks I do.



What society thinks I do.



What my boss thinks I do.



What I think I do.



What I actually do.

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 followed.

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



Time and Team



Check and communicate



Details



Research



Conflict

Why strategic Management is a must

Technology



Efficiency



Increase revenue



Reduce stress

Events Management and Planning software

Etouches

Eventbrite

Boomset

Events Manager Success Tips

Time
management
skills

Resourceful

Communication
skills

Passion and
creativity

Calm but firm

Customer Service Skills



**Going the extra mile for
your clients**

**How to manage your time
effectively**

Tips, Delegation and Scheduling

- Prioritize
- Delegate
- Scheduling

**Reasons for
scheduling**

**Make realistic
schedule**



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

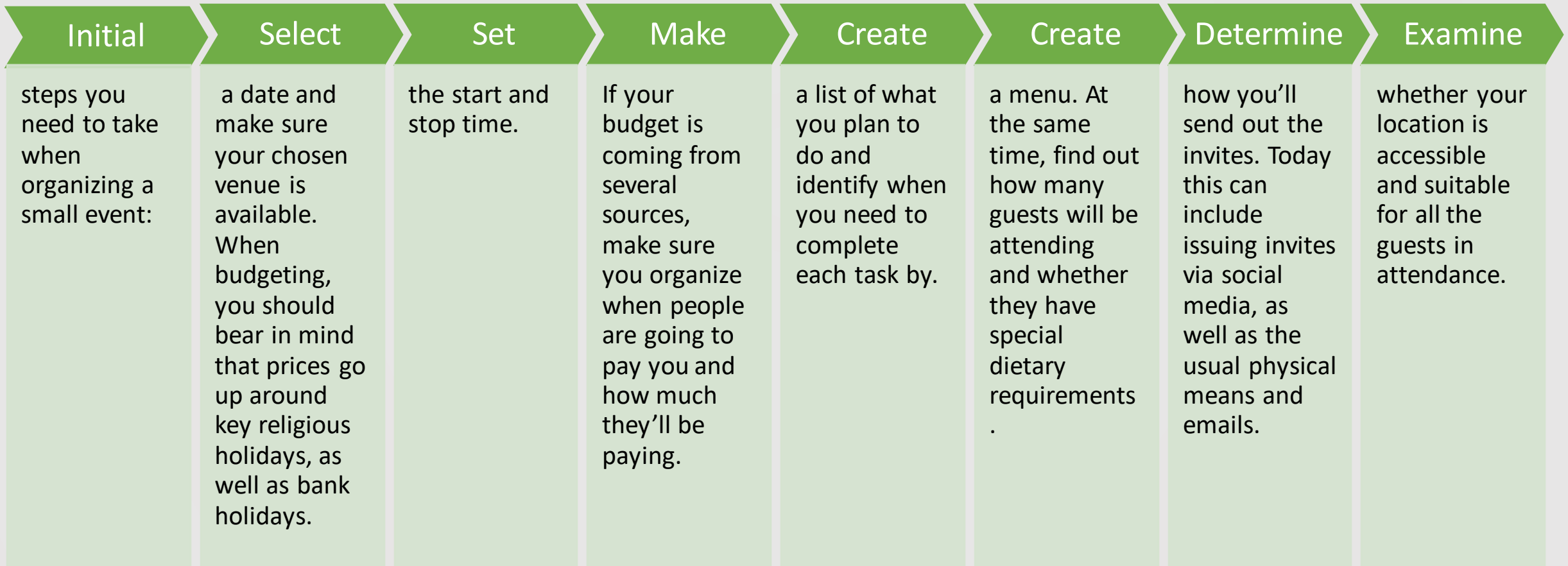


DURING THE EVENT.



FOLLOWING THE EVENT.

Before the event



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

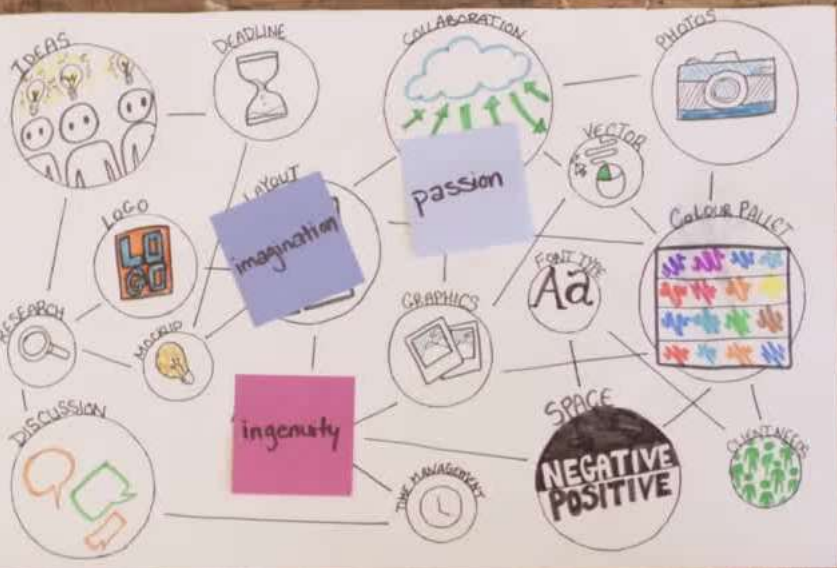
sure any presentation or entertainment equipment you're using is working.

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

Manager the companys budget

Specialist objecives

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

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



Hospitality events

- Before the event
- Closer to the event date

General considerations

- Transport
- Weather
- Facilities
- Venue
- Costs
- Timing
- Catering



“There are dreamers **and** there are planners; the planners make their dreams come true.”

Edwin Louis Cole