



# Event Management Workshop

**Date:** 19<sup>th</sup> April 2010

Organized By: **ATCEN** <sup>SM</sup> ACADEMY

**Venue:** outLOUD Studios, Damansara Perdana, P.J

## Workshop Description

In today's Experience Economy, Event Management has become a marketing communications tool to enhance the organization's image, brands, customer loyalty, teamwork and business growth.

To ensure any event is well executed and accomplishes the specific objectives set, the entire planning and management of the event requires lots of effort. This workshop is designed to provide practical ideas, techniques, and principles that enables the participants to understand the whole process of organizing a successful event.

## Workshop Objectives

- Understand the various types of events;
- Understand that an event is a marketing tool;
- Understand the process involve in executing the event;
- Gain knowledge on the technical aspects of event management;
- Know the technical aspects of from lighting to sounds, gambits to fabrications;
- Learn to manage the client, the suppliers and the talents;
- Know how to budget for an event.

## Who Should Attend?

Corporate Communications Personnel, PR & Events Personnel, Marketing Personnel, Marketing Communications Personnel, Human Resources Personnel and Sport Club Personnel



THE 3<sup>RD</sup> ASIA PACIFIC  
SUPER EXCELLENT BRAND  
SERVICE EXCELLENCE  
AWARD WINNER

The Asia Entrepreneur Alliance Worldwide awarded the 3<sup>rd</sup> Asia Pacific Super Excellent Brand Award - Service Excellence to ATCEN Sdn Bhd in January 2008.

# Event Management Workshop

## Module 1: Introduction

- Introduction to workshop
- Setting goals & objectives

## Module 2: What is Event Management?

- Definition of Events
- Introduction to Events
- Types of Events

## Module 3: Event Planning Considerations

- Initiating Contact with Existing & New Clients
- Understanding the Objectives
- Event Conceptualization
- Basic Event Budgeting
- Event Evaluation

## Module 3: Understanding the Technical Rider

- Sound Systems
- Lighting & Lighting Effects
- Audio Visuals
- Event Fabrications
- Gambits & Effects

## Module 4: Project Management

- Role of Project Manager
- Managing the Event Team
- Client Management
- Talent Management
- Supplier Management

## Module 5: Activity

- Request For Proposal
- Evaluation

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

## Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

# Facilitator Profile



**Earnest Bat**  
Event Consultant  
ATCEN Sdn Bhd

Managing events successfully can be a challenge, with careful planning, attention to detail and patience required. Earnest Bat knows this better than anyone else having planned and organized hundreds of events to date. A professional financial analyst in his past has taught him the critical importance in details that make the difference in any event looking amazing.

With skills in marketing, communication, problem solving, and time management, Earnest Bat also builds interpersonal relationships effortlessly. He has an insatiable appetite for challenges and thrives in a dynamic, fast-paced environment where no two projects are ever the same. Earnest is also a master at the scheduling of an entire team helping with the event. As he puts it: "It's all about planning, and re-planning and scheduling."

With years of experience in events, Earnest knows there is always something that requires a creative fix - whether it's a piece of tape, or re-working a display because the display across the aisle looks too much like the one his client has. Earnest's resourcefulness is on its way to becoming legendary as his ability to pool together the individuals needed in creating and carrying out an exceptional event. Never one to hoard information and experience, Earnest shares ideas openly with the team allowing for communication on a level respectful to everyone. He understands that both the client and the organizer have their part to play and it ultimately leads to a common success. He also graciously accepts constructive criticism and is open to new ideas. Without passion you cannot overcome the bumps and triumph when all seems lost. Earnest is fervent about his calling to event management and his enthusiasm for it is infectious. Firm and resolute with a compassionate streak, Earnest is able to work out challenges and issues quickly. He is able to stand calm at zero hour when something doesn't go the way it should, always a steadfast support to both client and the team.

Earnest helps clients improve on an event idea without being overpowering and intrusive. He makes this possible by integrating with the client's brand, marketing or team development strategies. Earnest always takes pride in ensuring that the client benefits by engaging him and his team in an experience that transcends the event, inspiring a long lasting impact.

## Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd  
 Affin Bank Berhad  
 Aims Data Centre Sdn Bhd  
 Airfoil Services Sdn Bhd  
 Ajinomoto (M) Bhd  
 Alcan Packaging Malaysia  
 Alliance Banking Group  
 Allianz Life Insurance Malaysia Berhad  
 ALSTOM Asia Pacific Sdn Bhd  
 Amanah Raya Berhad  
 AmBank (Malaysia) Berhad  
 AmG Insurance Bhd  
 AmLife Insurance Berhad  
 Amway (M) Sdn Bhd  
 Arachem Tech Training Ctr  
 Autoliv Hirota SRS Sdn Bhd  
 Automobiles Peugeot  
 AXA Affin General Insurance Bhd  
 Axon Solutions Sdn Bhd  
 Bank Islam Malaysia Bhd  
 Bank Negara Malaysia  
 Bank Rakyat  
 Beaufour Ipsen International  
 Blue Scope Steel (M) Sdn Bhd  
 BMW Malaysia Sdn Bhd  
 Bousted Petroleum Marketing Sdn Bhd  
 Business Information Technology  
 Byte Craft Sdn Bhd  
 Canon Marketing (M) Sdn Bhd  
 Celcom (M) Sdn Bhd  
 Central Forwarding Agency Sdn Bhd  
 Century Total Logistics Sdn Bhd  
 Chemopharm Sdn Bhd  
 CIMB Bank Berhad  
 CL Computers (M) Sdn Bhd  
 CMC M Perniagaan Sdn Bhd  
 CNI Enterprise (M) Sdn Bhd  
 Colgate Palmolive (M) Sdn Bhd  
 Computer Systems Advisers (M) Berhad  
 Credit Guarantee Corporation (M) Bhd  
 CSA EPIC-I Sdn Bhd  
 D G Kom Sendirian Berhad  
 Dagang Net Technologies Sdn Bhd  
 Datacom South East Asia (M) Sdn Bhd  
 Datacraft Advanced Network Services Sdn Bhd  
 Dell Global Business Center Sdn Bhd  
 DHL Express (Malaysia) Sdn Bhd  
 Dialog Telekom Limited  
 Diethelm (M) Sdn Bhd  
 DIGI Telecommunications Sdn Bhd  
 Dumex (Malaysia) Sdn Bhd  
 East of Suez Holdings Sdn Bhd  
 ECM Libra Investment Bank Berhad  
 ECS Pericomp Sdn. Bhd.  
 Edaran Tan Chong Motor Sdn Bhd  
 E-Genting Sdn Bhd  
 Entellium Technologies Sdn Bhd  
 EON Bank Berhad  
 EPF Social Security Training Institute (ESSET)  
 EPIC-I Sdn Bhd  
 EPS Computer Systems Sdn Bhd  
 Ericsson Malaysia  
 Etiqa Insurance Bhd  
 Etiqa Takaful Bhd  
 Euratech (Malaysia) Sdn Bhd  
 Formis Software Dynamics Sdn Bhd  
 Fresenius Medical Care Malaysia Sdn Bhd  
 Frontline Technologies Malaysia Sdn Bhd  
 FSBM Mantissa (M) Sdn Bhd  
 Fuji Xerox Asia Pacific Pte. Ltd  
 Fujitsu (Malaysia) Sdn Bhd  
 Gagasan Carriers Sdn Bhd  
 Gapurna Technologies Sdn Bhd  
 Genting Information Knowledge Enterprise Sdn Bhd  
 Global Transit Communications Sdn Bhd  
 Group Associated (C&L) Sdn Bhd  
 Grundfos Pumps Sdn Bhd  
 Gucci (Malaysia) Sdn Bhd  
 Guinness Anchor Berhad  
 HeiTech Padu Bhd  
 Hewlett-Packard Sales Malaysia Sdn Bhd  
 Hilton Petaling Jaya  
 Honda Malaysia Sdn Bhd  
 ICI Paints (Malaysia) Sdn Bhd  
 IITC Global Technology Sdn Bhd  
 IMU Education Sdn Bhd  
 InfoConnect Sdn Bhd  
 ING Insurance Bhd  
 interTouch (Malaysia) Sdn Bhd  
 iPerintis Sdn Bhd  
 Islamic Banking and Finance Institute Malaysia Sdn Bhd  
 ISS Consulting (M) Sdn Bhd  
 IT-365 Malaysia Sdn Bhd  
 ITApps Sdn Bhd  
 Jabatan Pengangkutan Jalan  
 Jabatan Pentadbiran Latihan  
 Jebson & Jessen Communication Solutions (M) Sdn Bhd  
 Johnson Controls (M) Sdn Bhd  
 Kannal Solutions Sdn Bhd  
 Keretapi Tanah Melayu Berhad  
 Khazanah Nasional Berhad  
 Kolej Yayasan UEM  
 Kualiti Alam Sdn Bhd  
 Kurnia Insurance (M) Bhd  
 Lafarge Cement Sdn Bhd  
 Majlis Amanah Rakyat (MARA)  
 Malayan Banking Berhad  
 Malayan Cement Industries Sdn Bhd  
 Malaysia National Insurance Berhad  
 Malaysian Assurance Alliance Berhad  
 Maxfame Technologies Sdn Bhd  
 Mayban Fortis Holdings Berhad  
 Mayban General Assurance  
 Mayban General Assurance Berhad  
 MBF Cards (M) Sdn Bhd  
 McKinnon & Clarke Sdn Bhd  
 MEASAT Satellite Systems Sdn Bhd  
 Media Prima Berhad  
 MEPS (1997) Sdn Bhd  
 Mesiniaga Bhd  
 Mexter MSC Sdn Bhd  
 Mid Valley City Sdn Bhd  
 MISC Berhad  
 Mitsui Soko (M) Sdn Bhd  
 MnEBay (M) Sdn Bhd  
 MNRB Holdings Berhad  
 Modipalm Engineering Sdn Bhd  
 MoHR  
 M'sian Life Reinsurance Grp Bhd  
 Multimedia College  
 N2N Connect Berhad  
 NCH Corp (M) Sdn Bhd  
 NEC Corporation of Malaysia Sdn Bhd  
 Netstar Advanced Systems Sdn Bhd  
 OCBC Bank (M) Bhd  
 OMD (M) Sdn Bhd  
 Optimal Chemicals (M) Sdn Bhd  
 Oracle Corp (M) Sdn Bhd  
 P & O Global Technologies Sdn Bhd  
 Panglobal Insurance Berhad  
 Paradigm Systems Berhad  
 Pembangunan Sumber Manusia Berhad  
 Perbadanan Bekalan Air Pulau Pinang Sdn Bhd  
 Pernec Corporation Berhad  
 Pharamniaga Logistics Sdn Bhd  
 Plus Expressways Berhad  
 Power Innovations Sdn Bhd  
 Premier Lubricants (M) Sdn Bhd  
 Prometric BV  
 Prometric Technology Sdn Bhd  
 Proton Edar Sdn Bhd  
 Prudential Services Asia Sdn Bhd  
 Rangkaian Segar Sdn Bhd  
 REDtone Telecommunications Sdn Bhd  
 Rentwise Sdn Bhd  
 RHB Bank Berhad  
 Ricoh (Malaysia) Sdn Bhd  
 Rohas-Euco Industries Bhd  
 SAINS Sdn Bhd  
 Samsung Malaysia Electronics (M) Sdn Bhd  
 Sapura Research Sdn Bhd  
 Sarawak Information Systems Sdn Bhd  
 SCAN Associates Berhad  
 Scope International Sdn Bhd  
 Shangri-La Hotels Marketing Sdn Bhd  
 Shell IT International Sdn Bhd  
 Shell Malaysia Trading Sdn Bhd  
 Signature Manufacturing Sdn Bhd  
 Skynet Worldwide (M) Sdn Bhd  
 SNT Global Services Sdn Bhd  
 Sony BMG Music Entertainment  
 Southern Bank Berhad  
 Standard Chartered Bank  
 Star Publications  
 Sumiso (M) Sdn Bhd  
 Sun Media Corporation Sdn Bhd  
 Sunway Holdings Bhd  
 Sunway Pyramid Sdn Bhd  
 Suruhanjaya Syarikat Malaysia  
 Taylor's College Sdn Bhd  
 Teknikast Sdn Bhd  
 Teknik Janakuasa Sdn Bhd  
 Teledirect Telecommerce Sdn Bhd  
 Telekom Sales & Services Sdn Bhd  
 Telekom Smart School Sdn Bhd  
 Telshine Sdn Bhd  
 Tenaga Nasional Berhad  
 The Media Shoppe Bhd  
 The Nielsen Company (Malaysia) Sdn Bhd  
 Time dotCom Bhd  
 TM Asia Life (Malaysia) Berhad  
 Tokio Marine Insurans (M) Bhd  
 TT dotCom Sdn Bhd  
 Tyco Fire, Security & Services Sdn Bhd  
 UCB Pharma Asia Pacific Sdn Bhd  
 UEM Academy Sdn Bhd  
 United Overseas Bank (M) Berhad  
 University of Malaya  
 VADS Business Process Berhad  
 ViewPoint Research Corp. Sdn. Bhd.

# Registration Form

## Event Management Workshop 19<sup>th</sup> April 2010, outLOUD Studios, Damansara Perdana, P.J.

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Workshop Investment - RM 800 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

**Group Discount of 10%** for 3 or more participants who register for the workshop at the same time and are from the same organization.

### Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 2623 Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature : \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

For In-House Workshop, kindly  
email your enquiry to  
[inhousetraining@atcen.com](mailto:inhousetraining@atcen.com)

### Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: