

# Event Management



Date: **24<sup>th</sup> July 2009**

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

## WORKSHOP DESCRIPTION

Event Management has become increasingly more important as we move into an experience economy. It has become a marketing communications tool for organization of all sizes to deliver on ground results. Well-planned events will enhance organization's image, brands, customer loyalty, improve teamwork and drive business growth. Executing any event flawlessly requires hard work, but how do you make sure that it accomplishes the objectives and goals? And, more importantly, how to ensure it is well executed?

This workshop provides practical ideas, techniques, and principles that will enable you to understand the whole process of organizing a successful event.

## WORKSHOP OBJECTIVES

- To understand the various type of events.
- To understand event as marketing tools.
- To understand the process involve in executing the event.
- To gain knowledge on the technical aspects of event management.

## WHO SHOULD ATTEND?

Corporate Communications Department, PR & Events Department, Marketing Department, Marketing Communications Department, Human Resources Department / Sports Club



**Facilitated by Earnest Bat**  
Event Consultant  
**ATCEN International Group**

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.

# EVENT MANAGEMENT TRAINING WORKSHOP

## WORKSHOP OUTLINE

### Introduction

- Introduction to workshop
- Setting goals & objectives

### What is Event Management?

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

### Event Planning Considerations

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

### Understanding the Technical Rider

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

### Project Management

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

### Activity

- Request For Proposal
- Evaluation

# REGISTRATION FORM

## EVENT MANAGEMENT TRAINING WORKSHOP

24<sup>TH</sup> JULY 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J.

### Delegate 1

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

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

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

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

### Delegate 2

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

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

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

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

### Delegate 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 program is PSMB claimable.** Subject to PSMB approval.*

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

### WAYS TO REGISTER

All cheques are to be made payable to **outLOUD Studios Sdn Bhd** and mail payment together with this registration to:

**D-05-11, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 4098 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:

### 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 program.
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 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 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 program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick ( ✓ ) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

Version 1.1

### For Office Use Only

Contact Person: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Remarks: \_\_\_\_\_