

Strategic Event Management

Berlin (Germany)

9 - 13 December 2024

UK Training

PARTNER



Strategic Event Management

Code: PR28 From: 9 - 13 December 2024 City: Berlin (Germany) Fees: 4200 Pound

Introduction

This Strategic Event Management training will take your events programme to the next level building your brand and reputation in line with corporate objectives. Getting the right mix of events with the right design values and consistent messaging to the right audiences is key. But what are the 'right' decisions? Being correctly positioned at key conferences and exhibitions is important for brand visibility and positioning. Courting the right guests at your social events builds influence plus, every event needs to be well planned and organised. Lack of attention to a critical detail could result in your event being talked about for all the wrong reasons with damage to your brand and reputation.

Course Objectives

- Plan a programme of events to support and deliver the corporate strategy.
- Select from a range of events and know how to deliver each type.
- Schedule and plan each event within budget and deadlines.
- Identify the most appropriate venues and activities for your events.
- Manage VIPs and the media with confidence.
- Troubleshoot plans to solve potential problems before they emerge.

Course Outlines

Day 1

The Role of Events in your Corporate Strategy

- Analysing your Corporate Strategy and Plans to develop an Event Strategy.
- Assessing your Needs.
- The Importance of Clarity of Purpose and Audience Needs Analysis.
- Choosing the Right Events to Fit the Objectives.
- Budget - Staff, Time, Materials Money.
- Creating an Event Management Plan.
- Venue Choice and Suitability Assessment.

Day 2

Event Planning: The Theory and Practice

- The Importance of Messaging.
- Developing your Corporate Story.
- Brand and its Expression in your Event Concept.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Consistent Messaging and Tone across Events.
- Sponsorship and Long-term Partnership / Alliances.
- Event Promotion and Marketing.

Day 3

Event Management

- Scheduling - The Long-term Plan.
- Building up your Palette of Equipment, Staging, and Brand Collateral.
- Contracting and Managing a Suppliers List to Deliver your Plan.
- Flawless and Consistent Contracting that omits No detail.
- Managing Suppliers on Site.
- Entertainers, Speakers, and Hosts - Selection, Briefing, and Support.
- Exhibitions and Displays.

Day 4

Invitations, VIPs, and Hospitality

- Developing your Social Engagement List of VIP Stakeholders.
- Briefing your Team and Senior Managers, Speakers, and Honorees.
- Working with VIPs, their Diaries, and Social Teams.
- Hosting, Greeting, Farewell, and Follow-up.
- Creating Mementoes and Publicity Collateral.
- Planning for every Contingency.
- Staying Safe - Risk Assessment and Events.

Day 5

Bringing it All Together

- Managing the Media across your Programme - Press Releases, Packs, and Gifts.
- Conducting Interviews and Briefing Interviewees to Build Messages.
- Photography and Videography as a Cumulative Record.
- Social Media and Remote Event Additions to Enhance Coverage.
- Evaluating Each Event's Success.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

