

Strategic Event Management

Amsterdam (Netherlands)

23 - 27 June 2025

UK Training

PARTNER



Strategic Event Management

Code: PR28 From: 23 - 27 June 2025 City: Amsterdam (Netherlands) 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 queen, a rook, and a knight) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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- 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.

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