

Overview

Corporate events span all industries and come in a variety of occasions and celebrations. From a new product launch to a retirement dinner, companies and their employees celebrate many milestones and accomplishments within the life span of a company's growth and evolution of its people, products, and successes.

This course will cover the main types of corporate events, how to plan, design, and execute a successful corporate event, and how to charge for corporate event planning services.

SMART Corporate Events

- **Special Events:** galas, fundraisers, public relations, product promotions
- **Meetings:** professional, corporate, business networking
- **Assemblies:** conferences, conventions
- **Recognition:** incentives, awards, achievements
- **Training:** seminars, workshops, education

Course Objectives

Upon successful completion of the Corporate Event Planning program, you will learn how to:

Event Design & Plan: Interview new clients and event stakeholders to create a scope of work, including venue selection, floor plans, seating accommodations, timelines, and checklist required to insure a successful event outcome including backup plans and applicable security measures.

Set Budgets and Service Charges: Research the market to present a proposal of options to meet the event budget restrictions set by a client/event. Students will also learn various ways to price their services and incorporate additional fees for sourcing rentals.

Execution: Apply event planning formulas to the rollout, setup and execution of any corporate event by implementing critical path methodologies, timelines, and project management best practices.

Review: Document events and perform a "postmortem" process to encourage "lessons learned" in every event at every location to create a valuable resource they can use to grow from and improve.

Course Outline

Chapter 1: Getting Started

- Corporate Event Planner Services
- SMART Corporate Events
- Successful Corporate Event Planning
- Project Management

Chapter 2: Planning the Event

- Planning the Event and Setting the Budget
- Planning the Corporate Event
- Event Marketing
- Staffing the Event

Chapter 3: Managing the Event

- Management Fundamentals
- Scheduling Techniques Used to Enhance Event Planning
- Event Delivery Details

Chapter 4: Quality Control

- Quality Control Expectations
- Risk Management
- Crowd Management and Crowd Control

Chapter 5: The Review Process

- D5: Departure and Exit
- Dealing with Attendee Complaints

Course Requirements

1. 5 Chapter Quizzes
2. 21 Tasks
3. Course Evaluation
4. Certification Exam

Case Study: The 9th International Neurological Conference

Task 1: Hold a preliminary planning meeting with client(s)

Task 2: Define the Event Brand

Task 3: Develop the Six A's of the Event Planning

Task 4: Develop the Event Specifications

Task 5: Select Venue

Task 6: Plan the Conference Task List and Timeline

Task 7: Develop the Conference Program Content

Task 8: Provide the Floor/Seating Plans

Task 9: Record Details of the Conference Sponsors and Exhibitors

Task 10: Build the Organizing Team

Task 11: Determine Catering and Event Service Requirements

Task 12: Research Accommodation Options

Task 13: Determine the Conference Budget

Task 14: Prepare a Press Release

Task 15: Analyze the Risk

Task 16: Plan to Manage the Crowd

Task 17: Carry out a Safety Audit of the Venue

Task 18: Plan Pre-Event Running Sheet

Task 19: Plan for Event Staff Briefing Session

Task 20: Prepare a Conference Evaluation Sheet

Task 21: Develop Event Monitoring and Departure Strategy