

EVENTS AND FACILITIES MANAGEMENT

Introduction

This course will enable participants to develop an innovative and multi-skilled approach to planning and coordinating events. It will also enable them to appreciate the value and importance of skilled Event Management in an organization.

Objectives

- In-depth analysis of the different elements involved in organizing any event
- Identifying, Planning and Managing the available resources
- Event Coordination and Operations
- Essential Communication and Presentation Skills
- Evaluating the Event's Outcome

Organizational Impact

Event Management is an area which has grown rapidly in recent years and has become established as an important element in the promotional mix. This course is designed to provide participants with the opportunity to develop practical Event Management skills. These are the skills that the Event Management profession has identified as being essential for anyone working in or planning to work in this sector.

Personal Impact

- Develop techniques for using your initiative and 'thinking outside the box'
- Enhance communication skills to a higher level
- How to handle difficult and stressful situations and not be affected
- Model themselves on those who do it well

Who should attend?

Anyone who is involved in the setting up and coordinating company / organization's events will benefit from this course.

Course Outline

Session 1

Planning the Event

- Identify Goals and List Objectives of the Event
- Managing Schedules and Working Responsibilities
- Creating Organizational Structures and Duty Rosters

Managing Resources and Services (I)

- General Principles of Contract
- Essentials of a Valid Contract
- Contract Terms
- Procedures for Acquiring Goods and Services

Session 2

Managing Resources and Services (II)

- Negotiating Contracts
- Outsourcing
- Insourcing and Service Level Agreements

Marketing the Event

- Planning a Marketing Strategy
- Setting Budgets
- Publicizing the Event
- Sending Invitations

Session 3

Coordinating the Event

- Site Planning and Inspection
- Developing Creative Elements
- Provide Adequate Event Security
- Event Contingency Planning

Facilities Management (I)

- Layout and Design
- Furniture and Environmental Equipment
- Effect of Environment on Performance
- Special Issues re: Health and Safety

Session 4

Event Coordination and Operations

- Logistics Management issues re: staging, technical production, transportation, parking, load in and load out procedures
- Combining creative elements: décor, refreshments, entertainment, special effects
- Examine and arrange creative elements in sequential order
- Select appropriate elements for particular events
- Use of videography, photography and other supporting multimedia
- Support materials for delivering an effective presentation

Session 5

The Big Day

- Managing the Registration and Admission Process
- Support / promo materials to be given to audience
- Introducing the Event

Presentation Skills

- Personal presentation
- Voice projection and managing body language
- Using AV aids to enhance the message

The Follow-Up

- Conducting Market Research after the Event
- Methods of Measuring Marketing Activity

Session 6

- **Summary and Conclusion**

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Alexander Borg is Director /Managing Consultant of a *Group* with offices in Europe and Middle – East Region. The Group is involved in professional development services and professional consultancy services.

Before moving in the training and consultancy business, Alex has spend over 15 years working at the back of house and support services and operations within the core activities of the Supply Chain Management with different leading organisation in the services, hospitality and project management, manufacturing and import, distribution and retail industry both in Malta and overseas.

In 1994 Alex, has been entrusted by the Employment and Training Corporation, the Government Body in Malta for Employment and Training with the design and implementation of innovate professional development programmes for the industry. In 1997, after becoming a Member of the Malta Institute of Management he was entrusted once again by the Institute to deliver different management programmes. In 1998, Alex have set-up his own organisation and after the Group has become an accredited centre and branch for the Chartered Institute of Logistics and Transport UK with responsibilities for Malta and to develop links in the North African Countries

Alex is involved in various workshops, seminars and presentations in Supply-Chain, Logistics and Transport Management and he is also involved in various consultancy projects and assignments after being entrusted by various public and private organisations in different countries such as; UK, Italy, France, Malta, Cyprus, Romania and Poland, in Tunisia, Libya and Egypt, Gulf Region and South East Asia.

Mr. Borg is a member of the following bodies:

- The Chartered Institute of Purchasing & Supply UK
- The Chartered Institute of Logistics & Transport UK
- Malta Institute of Management
- GS1 International
- Foundation for Human Resources Development (FHRD).