

Effective Event Management Workshop

Shanghai, China
25th&26th October 2010

This two-day training course will grant you 14 PDUs.

Workshop Description

Whether you are responsible for producing a company picnic, a sales training program, or a multimillion-dollar new-product launch event, you will find in this training you have long been waiting for. This course has carefully and ingeniously adapted the proven principles of project management to the art and science of event management, thereby producing a new, fresh, and highly effective system for managing corporate events.

This two days interactive event management workshop will provide participants with the tools to achieve success. The scope of the workshop is customized and presented to maximize your success in putting together a systematic approach into the various phases of event management from initiation, planning, implementation, the event to the closure. Each phase will be analysed through the process of selections, monitor, communication and documentation.

Who Should Attend

Anyone who is currently involved directly or indirectly in the event will be benefited to this training. People in the following categories will find the workshop particularly useful:

- Event organizers
- Project managers
- Event planners
- Marketing managers
- Event operation coordinators
- Finance
- Purchasing

Course Facilitator

Francis Hung, MBA, PMP, PRINCE2 is a bilingual professional specializing in portfolio, project and program management and purchasing management. For the past 30 years he has worked with large companies in project and event managements from the US, Canada and Asia. In particular, his work in the adaptation of project management processes and his creation of an event management body of knowledge supply the strong skeletal structure. Thanks to his years of experience with Nortel, he brings practical information, an insider's view of the corporate world, and many live stories (both from his own experience and from her co-workers, vendors, and friends in the corporate community) to match the theory to reality. Francis was a Nortel program manager directing multiple projects simultaneously following the Nortel corporate project management process, which he now applies to his own independent project management business.

Topics Covered:

- **Introduction to Event Management** — the business of event management; the phases, processes, and core values of event management
- **Event Administration** — managing time, money and human resources; information systems; stakeholder relations
- **Event Design** — event definition and conditions; concept design; event programming
- **Event Marketing** — integrated marketing plans; sponsorships; promotions and publicity; internet marketing
- **Event Operations** — site development; event logistics; communications
- **Event Risk Management** — loss prevention; legal compliance; health and safety; emergency readiness
- **Effective use of event management tools and templates**

Effective Event Management Workshop

Day 1

0900 – 1030 Introduction & setting training objectives

0915 – 1030 Initiation, Phases, Process & Getting the Contract

- Understand the event drivers
- Conduct feasibility studies
- Use feasibility tools
- How to write winning proposals

1030 – 1045 Break

1045 – 1215 Planning: Scope, Schedule, and Budgeting

- Get the project management concept
- Gather event requirements
- Develop event timeline
- Learn cost estimate and budgeting

1215 – 1345 Lunch

1345 – 1515 Event Design: Theme, Decision and Implementation

- Develop a work plan for event design
- Learn and develop theme with creativity tool
- Make decisions using decision making process

1515 – 1530 Break

1530 – 1700 Essential People Skills for Project Managers

- Learn the PM's essential people skills
- Understand when and how to use the skills
- Demonstrate the team power
- Development the communication Plan

Day 2

0900 – 1030 Event Operation: Site Selection, Decision Making and Operation Management

- Identify the key site selection parameters
- Problem solving and decision making processes
- Develop the event run sheet
- Event shutdown essential

1030 - 1045 Break

1045 – 1230 Risk Management: Managing Success

- Why event risk management is challenging
- Identify the event risk items
- Evaluate the risk value of each event
- Develop the risk management strategy
- How to take advantage of the risk 'Opportunity'
- Develop the risk management action plan

1230 – 1400 Lunch

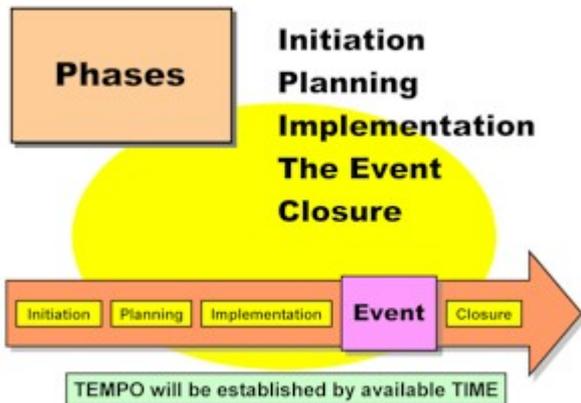
1400 – 1600 Ensuring Bottom Line Success – Tools and templates

- Introduction to Apollo Event Management planning tool
- Event database management tool
- MS Project for Event Management

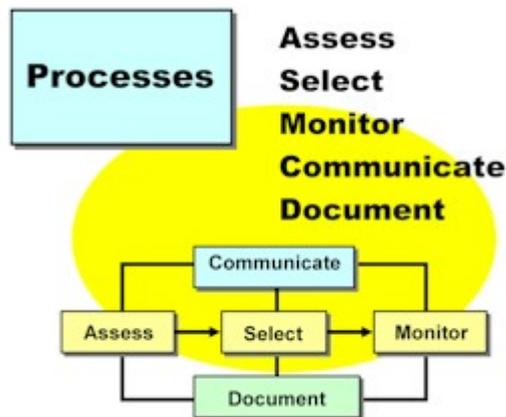
1600 – 1615 Break

1615-1700 Event Design templates

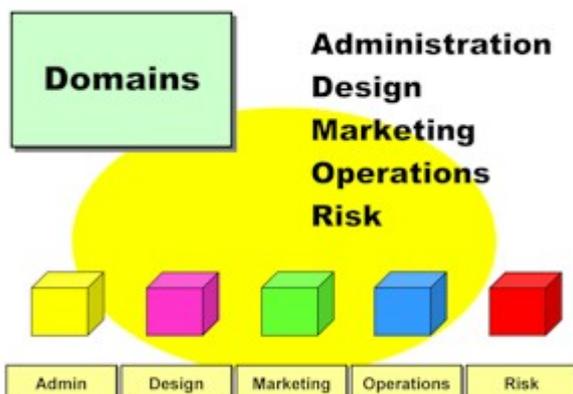
- Event Management templates and checklist review
- Event operation manual development
- Project close down and lessons learned
- Post event activities
- Role of the Event Office



The **Phases** illustrate the sequential nature of event management, highlighting the criticality of time in any event project. The phases include initiation, planning, implementation, the event, and closure, and are derived from traditional project management terminology.



The **Processes** illustrate both a sequential and iterative system that promotes a comprehensive course of action as well as a dynamic approach to the changing nature of events. The Processes include assessment, selection, monitoring, communication, and documentation, and are based on widely-accepted process systems.



The **Domains** represent the overarching areas of activity or functions within events management. They illustrate the full scope of the responsibilities assigned to event organizers as well as categories suitable for an organizational structure or effective knowledge management. Note that these are organized alphabetically, again without any implied hierarchy or sequential application.

Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

The screenshot displays an Excel spreadsheet titled 'ABC Golf Club Inc. Event Management Project Tracker'. It features a table with columns: Project name, Project type, Estimated start, Estimated finish, Estimated work, and Duration. A filter menu is open over the table, showing options like 'Sort A to Z', 'Sort Z to A', 'Sort by Color', and 'Text Filters'. Below the table, there is a Gantt chart titled 'Event Project Plan' for the period ending 5-1. The chart shows tasks categorized into Modules 5 (DECORATIONS), 6 (ENTERTAINMENT), and 7 (REFRESHMENT) with their respective effort, start, and finish dates, and a visual representation of task duration on a calendar grid.

Event Planning Tools

The event planning tool provides a convenient way to record, track and monitor various activities in the overall event planning. The event can be divided into phases and projects. Each can be sorted and analysed from each category.

The **Event Project Plan** (by Apollo) provides a template of event tasks that have been pre-defined for your use. Once the task duration and start time are entered, the project tool will automatically spell out the overall schedule and dependencies for the overall event including the cost and performance tracking.

About Martin Linking

Martin Linking Business Consulting plans to produce more than 80 trainings and conferences and works with senior executives from the majority of the world's top 1000 companies to improve their business strategy and match their learning and training needs in one year. And we continue to grow.

We also invite the leading business practitioners, industry decision makers and innovators to share insights, best business practice, and new technology at our forums. **We are dedicated to give attendees cutting edge information they can use immediately.** We constantly research and listen to all industry sectors to ensure that the business intelligence we provide is timely and cutting-edge.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements. Please contact **Whitney Shen** on **+86 28 6552 1255** or email **whitney.shen@martinlinking.net** to discuss further possibilities.

中国上海
2010年10月25-26日

参加此次为期两天的培训课程，您可以获得 **14 个 PDU**。

培训描述

无论您负责的是公司的一个聚餐，一个销售培训方案，或数百万美元的新产品发布活动，你将会在这个训练里发现你一直等待的内容。本课程审慎和巧妙地把行之有效的项目管理的原理运用于兼具艺术和科学性的活动管理，从而产生一个崭新，新鲜，高效的管理企业活动的系统。

这两天的互动活动管理培训将提供给参会者达到成功的工具。培训的范围是精心安排的，把一个系统的方法运用到活动管理的各个阶段，包括启动，规划，实施，直至活动结束，以最大限度地促进您的成功。每个阶段将通过选择，监控，交流和文档的流程来分析。

谁应参加

任何目前直接或间接关系到组织活动的人将从这次培训中受惠。以下类别的人会发现这次培训特别有用：

- 活动组织者
- 项目经理
- 活动计划者
- 营销经理
- 活动运营协调员
- 财务人员
- 采购人员

培训师

Francis Hung (MBA, PMP, PRINCE2) 是一位能讲流利中文和英文双语的专家。他专于组合管理、项目管理、计划管理和采购管理。在过去的 30 年里，他参与了来自美国、加拿大和亚洲的大型企业的项目及项目办公室管理。尤其是在改编项目管理过程和创造活动管理的知识框架方面的工作。归于他在北电多年工作经验，他带来了实用的信息，局内人的企业世界观，许多生动的故事（包括来自他自己的经验和他的同事，供应商，和企业圈的朋友）以匹配理论和实际。Francis 曾是北电的项目经理，他运用北电公司的项目管理过程同时指导多个项目。他现在把这些用于他自己的独立的项目管理咨询业务中。

涉及到的主题包括：

- **介绍活动管理** — 活动管理的事务；活动管理的各个阶段，流程和核心价值
- **事件管理** — 管理时间，金钱和人力资源；信息系统；和利益相关者的关系
- **活动设计** — 活动的定义和条件；概念设计；事件规划
- **活动营销** — 整合营销计划；赞助；促销和宣传；网络营销
- **活动运营** — 选址；活动的后勤；通讯
- **活动的风险管理** — 防损，法律的遵守情况；健康和安全；应急准备
- **有效利用活动管理工具和模板**

预先课程问卷

为了使这一课程真正适合您的需求，培训师将会评估你现有的知识，经验和需求。

有效活动管理培训

第一天

0900 – 1030 培训介绍和培训目标

0915 – 1030 启动, 活动的各个阶段, 流程及获得合同

- 了解活动的驱动因素
- 进行可行性研究
- 使用可行性工具
- 如何撰写成功的提案

1030 – 1045 休息

1045 – 1215 计划: 范围, 时间表和预算

- 一些项目管理的概念
- 收集活动的要求
- 制定活动时间表
- 学习费用概算和预算编制

1215 – 1345 午餐

1345 – 1515 活动设计: 主题, 决策和实施

- 为活动设计制定一个工作计划,
- 运用创造性工具学习和制定主题,
- 使用决策过程进行决策

1515 – 1530 休息

1530 – 1700 项目经理的基本人员技能

- 了解项目经理的基本人员技能
- 了解何时以及如何使用这些技能
- 展示团队的力量
- 制定交流计划

第二天

0900 – 1030 活动运营: 选址, 决策和运营管理

- 确定选址的关键参数
- 解决问题和决策过程
- 制定活动运行表
- 活动结束的要素

1030 - 1045 休息

1045 – 1230 风险管理: 管理成功

- 为什么活动风险管理是个挑战
- 确定活动的风险项目
- 评估每个事件的风险值
- 制定风险管理策略
- 如何利用风险的“机遇”
- 制定风险管理行动计划

1230 – 1400 午餐

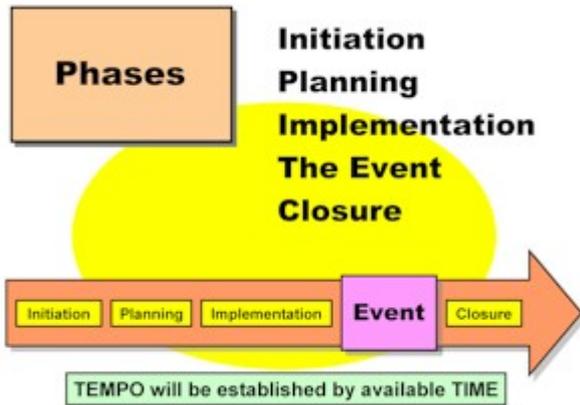
1400 – 1600 确保成功的底线- 工具和模板

- 介绍 Apollo 活动管理规划工具
- 活动数据库管理工具
- 运用 MS Project 于活动管理

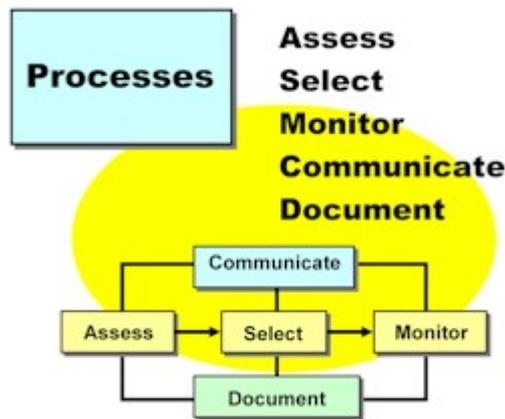
1600 – 1615 休息

1615-1700 活动设计模板

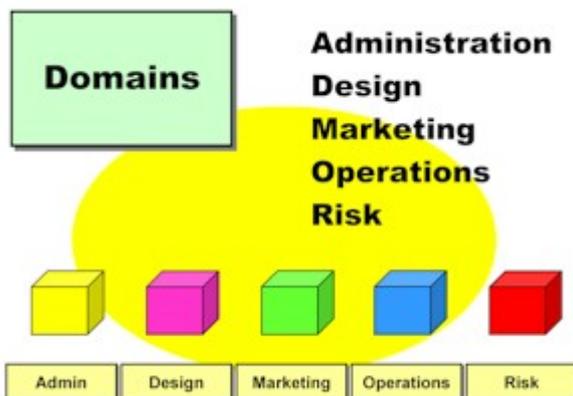
- 活动管理模板和检查表的审查
- 制定活动操作手册
- 项目结束和经验教训
- 活动结束后事宜
- 活动办公室的作用



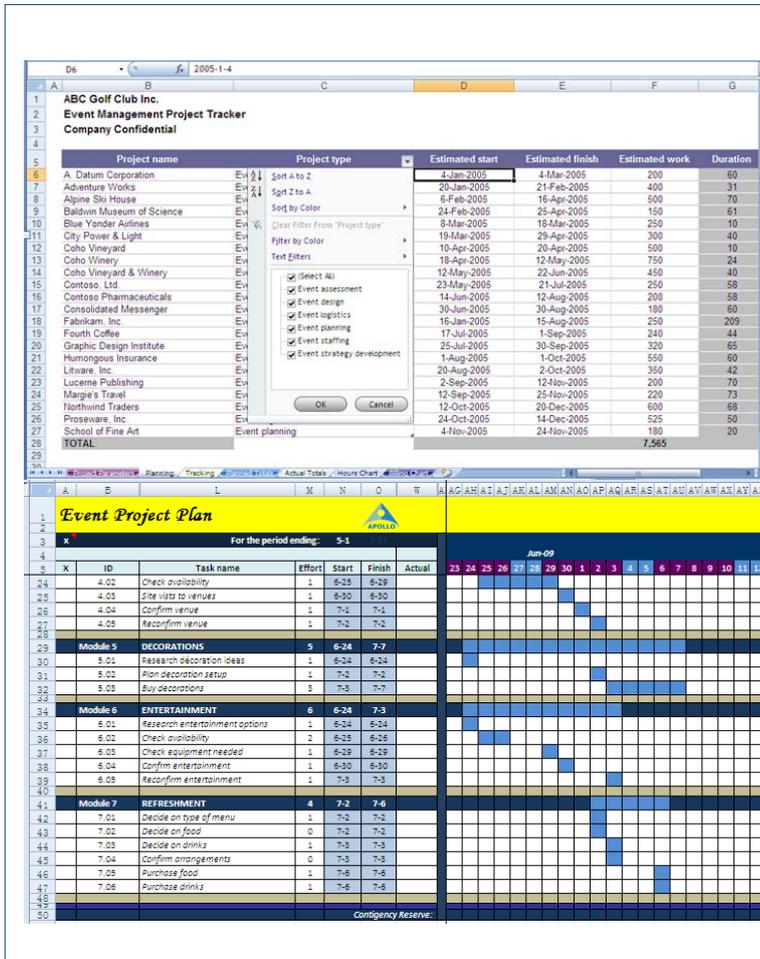
阶段说明了活动管理的序列性质，突出了任何项目的时间的关键性。阶段包括启动，规划，实施，事件和结束，这些是从传统的项目管理术语派生的。



流程说明了一个推动全面的行动过程，以及一个应对活动不断变化的特性的动态的方法的连续和迭代的系统。该过程包括评估，选择，监控，交流和文档资料，这些是以广泛被接受的过程系统为基础的。



领域表示活动管理里的行动或功能的支配部分。它们说明了分配给活动组织者以及适合组织结构或有效的知识管理类别的责任范围。请注意，这些是按英文字母排序的，没有任何隐含的等级或顺序。



活动计划工具

活动的计划工具提供了一个方便的方法来记录，跟踪和监测整体活动计划的各项行动。活动可被分为阶段和项目。每项都可以进行排序，并从每个类别进行分析。

活动项目计划(by Apollo) 预先为您提供了定义好的活动任务模板。一旦输入任务持续时间和启动时间，项目工具将自动生成整体时间表和倚赖关系，包括活动的整体成本和表现跟踪。

关于马汀令可

马汀令可商务咨询计划每年组织超过 80 场的培训和会议，与全球 1000 强公司的高层经理一起提高他们的商务战略，满足他们的学习和培训需求。并且我们在不断成长。

我们邀请领先企业的管理者，决策者和创新者在我们的活动中分享他们的思想观念，最佳商业实践和新技术。我们致力于为我们的客户提供即刻可用的前沿信息。我们不断地研究和聆听所有行业的声音来保证我们提供商业信息是及时和前沿的。

内训方案

如果贵公司有许多人有类似的培训需要，那么你不妨考虑内部培训的解决方案。培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行。

请联系 **Whitney Shen** 来讨论合作的可能：

电话：+86 28 6552 1255

电邮：whitney.shen@martinlinking.net

Effective Event Management Workshop

SH10038-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 6552 1233

Fee Per Delegate

Two Day Training Fee RMB 6995 per person

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION RMB 2000

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: 1-99 100-249 250-499

500-999 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Whitney Shen

Tel:+86 28 6552 1255

Fax:+86 28 6552 1233

Email: whitney.shen@martinlinking.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6552 1255.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.