



## Effective Events Management: Planning, Organising & Delivering

Getting Your Event right - Time After Time

### ► Upcoming Sessions

19-23 Aug 2024	London - UK	\$5,950
11-15 Nov 2024	Krakow - Poland	\$5,950
24-28 Feb 2025	Amsterdam - The Netherlands	\$5,950
19-23 May 2025	Dubai - UAE	\$5,950
18-22 Aug 2025	London - UK	\$5,950

### ► Training Details

#### Training Course Overview

Have you experienced a poorly organized event? If so, you likely hesitated to associate with that organization again. Conversely, attending a well-planned and executed event prompts curiosity about the behind-the-scenes efforts that led to its success.

This Anderson training course empowers you to cultivate the skills and expertise needed to consistently deliver impactful events. It introduces proven, practical methods for achieving repeat success.

Ideal for current event organizers or those preparing to take on event management roles, this course also benefits team members poised to oversee their own events in the near future.

#### Training Course Objectives

**By attending this Anderson training course you should achieve these goals:**

- The need for an events planning and management process
- The pitfalls and ways to overcome them in planning your events
- The financial and legal implications of holding events wherever held
- How to use social media & communication networks to communicate to your audience
- The need for a consistent approach to developing events

#### Designed For

**This Anderson training course is suitable for:**

- Event management professionals
- Administrative support staff working in an events company or department
- Those from various public or private companies
- Those who want to enter the events management world

## ► Training Details

### Day One: The Basics of Events Management

- What is events management? Why some events fail?
- Establishing the event - ensuring it is viable
- Liaising with the client and key stakeholders
- Ensuring you have clear roles for all those involved in the event
- The top qualities of successful events management
- Quality 1: Flexibility - what it means and how to be flexible

### Day Two: Setting up the Event to Succeed

- Developing agreed objectives for the event
- Agreeing your outcomes? What does a successful event look like?
- Dealing with risk and uncertainty in your events
- Developing the team - ensuring you have a strong team around you
- Quality 2: People skills - how to develop your people skills

### Day Three: Event Planning

- Developing your plan for the event including marketing
- Working effectively with suppliers and your key stakeholders
- Delegating effectively for success
- Communicating the event successfully - but how?
- Establishing a clear monitoring process for your event
- Quality 3: Organization skills - how to be organized and effective

### Day Four: Developing a 'Lessons Learned' Approach

- Building on your successes and your areas for improvement!
- Creating a learning culture
- Briefing & meeting skills
- Event finance including trying to obtain event sponsorship
- The legal issues you may face
- Quality 4: Passion - what is it, what does it look like and how can you get it

### Day Five: The Day of the Event

- Having a run through - pre event
- The event checklist - what is on your check list?
- Quality 5: Time management - some tips for effective time management
- Having a post event review process
- Formally closing the event, learning and moving on to the next event

## ► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

## ► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

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