

ORGANISING EVENTS

Who should attend?

This course is specially designed for those who are new to the task of organising events for their organisation.

Although there is a particular emphasis on “fundraising” events, the course will also be helpful to those who are responsible for organising other types of events.

Course Aims & Objectives

- To provide delegates with an understanding of the key principles behind successful events.
- To equip delegates with the knowledge, skills and confidence to be able to organise and manage events successfully.

Course Content

The course covers the following subject matter:

- Understanding the key ingredients to successful events
- How to research and plan an event
- Being clear about the objectives of your event
- Identifying your target market
- How to prepare a realistic budget
- Working out the breakeven point
- Sponsorship & ethics
- How to promote and publicise your event
- How to reduce risk
- Adhering to the law
- Pros & cons of using celebrities
- How to prepare for the event day
- Maximizing opportunities on the event day
- Essential follow up work after an event
- The importance of evaluation

The course includes examples, practical exercises and discussion work.

Duration: 1 day (10am – 4pm)