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
  Crown 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