

# MANAGEMENT DEVELOPMENT PROGRAMMES

## MARKETING

Course Title	:	<b>CREATING EFFECTIVE EVENTS</b>
Course Code	:	Mktg: CEE
Course Overview	:	Marketing events such as conferences, seminars and road shows have the potential to generate high quality sales leads and business alliances. However they can only do this if they are properly planned and managed. This course will introduce you to the plethora of factors that combine to result in a successful event and will help identify some of the pitfalls to be avoided.
Target Audience	:	All those who plan, attend or use events (including conferences, seminars and road shows) for sales leads, marketing activities and business alliances.
Selected Session Topics	:	<ul style="list-style-type: none"> <li>- <b>The need to integrate event management within the marketing strategy</b></li> <li>- <b>Event planning – event objectives, strategies and tactics</b></li> <li>- <b>Selecting the right events</b></li> <li>- <b>Pre-event promotion plan</b></li> <li>- <b>‘Okay on the day’ – dealing with problems</b></li> <li>- <b>Event value analysis</b></li> <li>- <b>Reasons for poor performance</b></li> <li>- <b>The ingredients of a successful event</b></li> <li>- <b>The importance of the briefing document</b></li> <li>- <b>Budgeting for your event</b></li> <li>- <b>Designing questionnaires to assess how your event is perceived</b></li> <li>- <b>Lessons for the future</b></li> <li>- <b>Using and controlling presenters and presentations</b></li> </ul>
Key Take-Away	:	<ul style="list-style-type: none"> <li>- Learn how event management fits into the marketing concept.</li> <li>- Learn how to plan for a successful event.</li> <li>- Develop a successful event check list and budgeting.</li> <li>- Learn how to communicate information through the events.</li> <li>- Learn how to prepare presenters to be effective for the event.</li> </ul>

