



Shirley Tillett Associates Inc.

"Event Management Specialists"

Ten Steps to Managing a Successful Event

A one-day seminar, entitled "Ten Steps to Managing a Successful Event", will guide participants through the detailed ten-step process within the six functions of event planning – administration, logistics, marketing, risk management, human resources and professionalism.

You will be provided with the insight and additional skills needed to minimize the time, cost and pitfalls associated with organizing your next event.

Special emphasis on the "tools and checklists" to ensure priorities and timelines are on track.

Workshop objectives:

1. Introduction and Overview of the "Special Event Management Industry", recognizing the social and economic impact of special events within our community, non-profit, tourism and hospitality sectors.
2. Recognition of the necessity of national standards of knowledge and performance to provide a level of consistency within the special events profession.
3. Recognition of, and commitment to, the planning and organizing process in all aspects of event management.
4. Identify the six components and ten steps of event planning.
5. Learn what resources and tools are available for the Special Events Coordinator / Manager.
6. Assess your skills and expertise in the implementation of the ten steps to managing a successful event.
7. Understand the legislative requirements and liability issues that must be complied with when planning your special event.
8. Identify the essential elements of ethical and professional workplace behavior.

Who should attend:

Those individuals responsible for planning or coordinating events, meetings, conferences and fundraisers in the corporate, private, government, non-profit, hospitality and tourism sectors.

- Executive Director
- Volunteer Coordinator
- Executive Assistant
- Sales Manager
- Meeting Planner
- Activity Director
- Event Manager
- Fundraiser
- Activity Director
- Association Manager
- Office Administrator
- Chapter Manager
- Special Event Coordinator
- Promotions & Marketing Manager
- Human Resource Manager
- Conference Coordinator
- Recreational Facilitator
- Administrative Assistant

Presentation Format(s): One day presentation; 1 – 3 hour interactive workshop.