



**Shirley Tillett Associates Inc.**

*"Event Management Specialists"*

## **"EVENT COORDINATOR WORKSHOP SERIES"**

Shirley Tillett Associates Inc. "Event Management Specialists" present a workshop series on "Special Events" – the ABC's of event planning to create and stage successful fundraisers, meetings, conferences and special events for associations, business firms, organizations and the tourism and hospitality sectors.

The three workshops incorporate the national occupational standards, and workbooks provided by the Manitoba Tourism Education Council which lead individuals to pursue their professional certification as an "Event Coordinator". The certification (TCP-EVC) is recognized nationally and the only one of its kind in Canada.

### **Business Cents & Risk Management Monday, January 30, 2012**

As the Event Coordinator, you are required to understand the business plan and implement strategies to ensure that all goals and objectives are met on time and on budget.

This workshop will provide an insight into the development of the business plan identifying target markets, goals and objectives; developing and implementing a critical path; budget preparation; establishing and administering financial controls; implementing reporting and monitoring processes; coordinating office administration; and contract negotiation.

This workshop will also address the elements involved when developing a "Risk Management Plan", including the "Contingency Plan" and identify the various coverage's available such as Officers and Directors (D&O), Event Insurance, Liquor Liability and General Liability insurance.

### **Event Logistics & Professionalism Tuesday, January 31, 2012**

Seeing the "big picture" is a necessary skill of the Events Coordinator. Your organizational skills and attention to details are crucial elements in the success of an event.

This workshop will introduce the steps in planning and organizing the logistics resulting in a successful event such as: designing and developing the event program; site selection; contracting entertainment, activities and attractions; delegate registration; transportation and accommodation considerations; contingency planning, security and emergency services; food and beverage services; and determining audio-visual equipment.

As an event coordinator, being a professional in your job is critical to your success. In this workshop you will also learn how to exhibit professionalism, demonstrate leadership, be a positive role model, communicate clearly and make effective presentations.

### **Marketing & Human Resource Management Plans Wednesday, February 1, 2012**

Marketing is a form of communication. It involves research and details. As the Events Coordinator, your job is to ensure that the marketing plan sells the event, that it creates the desire on the part of the customer to attend and become involved in the event and above all, that the message communicated is clear, concise and honestly stated.

The objectives of this portion of the workshop are to learn how to fulfill and implement the event marketing plan and advertising strategies; setting up contests; organizing volunteer and sponsor appreciation programs and the don's and don'ts for trade show exhibitors.

This portion of the workshop deals specifically with the human resource plan. It includes paid staff and volunteers. The Events Coordinator's job is to ensure that the best people possible are assisting with the event and that these people are used to their fullest potential. Learn to develop a plan including recruitment, interviewing, selection, orientation, training and evaluation.