

essentials of conference organising

This workshop covers the strategy of successfully organising conferences, reviewing all the tasks and problems which can be encountered. It updates the students on the latest legislation affecting meetings such as health and safety and the Disability Discrimination Act. The workshop also informs students of new technologies for delegate communication and audio-visual presentation.

WHO SHOULD ATTEND

Anyone with limited organising experience, or completely new to the business will benefit most from the workshop. A big value is sharing ideas, concerns and problems with other students and the tutor to receive their feedback.

PLANNING

Why the conference is being held.
Who should attend?
What type of event to hold.
When and where to hold the conference.
Budgets.
Work timetable.

ORGANISATION

Pre-conference

VENUE SELECTION	Costs, characteristics and exhibition space requirements.
MARKETING	Setting and costing realistic marketing targets. Marketing tools reviewed. Building marketing databases. Creating an image. Creating effective marketing materials. Implementation.
CONFERENCE PROGRAMME AND SPEAKERS	Programme development. Picking and dealing with speakers. Programme content.
CONTINGENCY PLANNING	Health and safety. Insurance, security and regulation.

During the conference

MANAGING THE VENUE	Contract and venue arrangements. Audio-visual. Catering and problem solving.
WORKING WITH SPEAKERS	
WORKING WITH DELEGATES	

After the Conference

EVALUATION OF THE CONFERENCE OR EVENT.
FINAL ACCOUNTS.
THANK-YOU'S.

one day workshop



CTL
CONFERENCE
TRAINING
LIMITED

CTL WORKSHOPS

- conference and event marketing
- creating winning conference programmes
- essentials of conference organising
- exhibitions and sponsorship
- finance and planning

WORKSHOP PRICES

Prices are per person.

ONE DAY WORKSHOP **£ 260**

CONFERENCE TRAINING LIMITED

Telephone 01342 325 670

enquiries@conferencetraining.co.uk

www.conferencetraining.co.uk