

finance and planning

This workshop covers the creation and the management of financial plans for different sorts of events. It gives the methodology to create a realistic financial scenario and the tools to implement it. The tutor's experience in spotting areas for unexpected financial losses and unrealistic costing or pricing, are an invaluable part of the workshop.



WHO SHOULD ATTEND

Conference managers and organisers, not necessarily with a strong financial background, but involved or responsible for the conference or events financial outcome. Financial managers with limited experience of the dynamics of conference and events finance would also benefit from the workshop.

PART ONE

Planning your finances

Realistic financial scenarios for conferences and events:

- What is sufficient money?
- Where could it come?
- Understanding costing.

Budget structures.

Fixed and variable costs.

How much for your organising time?

Handling VAT.

Pricing delegate fees, sponsorship and exhibition space.

Balancing your books and the 'go' decision.

Insurance.

PART TWO

Creating and managing budgets

Creating the budget.

Break-even and profit and loss projections.

Managing and updating the budget during the life of the project.

Danger areas for unexpected losses.

Invoicing, monitoring and chasing income, avoiding bad debts.

Working with suppliers and managing cash flow.

Reconciliation and preparation of Final accounts.

- 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**

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