Overview

Corporate events span all industries and come in a variety of occasions and celebrations. From a new product launch to a retirement dinner, companies and their employees celebrate many milestones and accomplishments within the life span of a company’s growth and evolution of its people, products, and successes.

This course will cover the main types of corporate events, how to plan, design, and execute a successful corporate event, and how to charge for corporate event planning services.

SMART Corporate Events

- **Special Events:** galas, fundraisers, public relations, product promotions
- **Meetings:** professional, corporate, business networking
- **Assemblies:** conferences, conventions
- **Recognition:** incentives, awards, achievements
- **Training:** seminars, workshops, education

Course Objectives

*Upon successful completion of the Corporate Event Planner program, you will learn how to:*

- **Event Design & Plan:** Interview new clients and event stakeholders to create a scope of work, including venue selection, floor plans, seating accommodations, timelines, and checklist required to insure a successful event outcome including backup plans and applicable security measures.

- **Execution:** Apply event planning formulas to the rollout, setup and execution of any corporate event by implementing critical path methodologies, timelines, and project management best practices.

- **Set Budgets and Service Charges:** Research the market to present a proposal of options to meet the event budget restrictions set by a client/event. Students will also learn various ways to price their services and incorporate additional fees for sourcing rentals.

- **Review:** Document events and perform a “postmortem” process to encourage “lessons learned” in every event at every location to create a valuable resource they can use to grow from and improve.
Course Outline

Chapter 1
Getting Started
▶ Corporate Event Planner Services
▶ SMART Corporate Events
▶ Successful Corporate Event Planning
▶ Project Management

Chapter 2
Planning the Event
▶ Planning the Event and Setting the Budget
▶ Planning the Corporate Event
▶ Event Marketing
▶ Staffing the Event

Chapter 3
Managing the Event
▶ Management Fundamentals
▶ Scheduling Techniques Used to Enhance Event Planning
▶ Event Delivery Details

Chapter 4
Quality Control
▶ Quality Control Expectations
▶ Risk Management
▶ Crown Management and Crowd Control

Chapter 5
The Review Process
▶ D5: Departure and Exit
▶ Dealing with Attendee Complaints

Questions? Contact Us!
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USA: 1-888-221-9988
International: 1-916-780-1222
5 Chapter Quizzes

21 Tasks

- Case Study: The 9th International Neurological Conference
- Task 1: Hold a preliminary planning meeting with client(s)
- Task 2: Define the Event Brand
- Task 3: Develop the Six A’s of the Event Planning
- Task 4: Develop the Event Specifications
- Task 5: Select Venue
- Task 6: Plan the Conference Task List and Timeline
- Task 7: Develop the Conference Program Content
- Task 8: Provide the Floor/Seating Plans
- Task 9: Record Details of the Conference Sponsors and Exhibitors
- Task 10: Build the Organizing Team
- Task 11: Determine Catering and Event Service Requirements
- Task 12: Research Accommodation Options
- Task 13: Determine the Conference Budget
- Task 14: Prepare a Press Release
- Task 15: Analyze the Risk
- Task 16: Plan to Manage the Crowd
- Task 17: Carry out a Safety Audit of the Venue
- Task 18: Plan Pre-Event Running Sheet
- Task 19: Plan for Event Staff Briefing Session
- Task 20: Prepare a Conference Evaluation Sheet
- Task 21: Develop Event Monitoring and Departure Strategy

Course Evaluation

Certification Exam