



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Event Planning for Everyone

**Course Number:** AX084-008

**Days:** One Day

**Description:** To be a successful event planner takes a special person with a combination of creative and organizational skills. Attention to detail is a must, as is generating theme ideas for the event, launching an effective marketing campaign, and, if necessary, dealing with the unexpected. EVENT PLANNING FOR EVERYONE helps you develop and organize your ideas for your next event with a variety of tools and checklists to help you keep track of all the necessary details, from developing a budget to selecting a location to writing a press release. This book helps you pull it all together and have fun in the process!

## Topic-Level Outline

### Part 1: Developing an Overall Plan

- Thinking Like a Project Manager
- Determining the Purpose
- Taking the Lead
- Forming a Committee
- Generating Theme Ideas
- Summary

### Part 2: Organizing Assignments

- Outlining Major Tasks
- Using Forms to Stay on Track
- Organizing Documents
- Matching Tasks with Peoples Skills
- Understanding Personality Styles
- Different Personalities Can Cooperate
- Summary

### **Part 3: Partnering with Vendors and Sponsors**

Learning the Lingo  
Negotiating with Vendor  
Developing Your Negotiation Skills  
Coming to Terms  
Putting It in Writing  
Soliciting Event Sponsors  
Emphasizing Benefits of Sponsorship  
Developing Sponsorship Prospects  
Summary 70

### **Part 4: Marketing Your Event**

Spreading the Word  
Attracting Attention with Marketing  
Designing a Logo  
Appealing to Your Target Audience  
Setting Up a Web Site  
Seeking Media Coverage  
Building Media Relationships  
Writing a Press Release  
Summary

**Appendix to Part 1**

**Appendix to Part 2**

**Appendix to Part 3**

**Appendix to Part 4**

**Appendix to Part 5**

**Appendix to Part 6**

**Additional Reading**

### **Part 5: Dealing with the Unexpected**

Preventing Problems from Occurring  
Coping on the Spot  
Recovering from Mishaps and Disasters  
Addressing Additional Considerations  
Summary

### **Part 6: Reviewing Your Efforts**

Debriefing Promptly  
Giving Effective Feedback  
Compiling Event Evaluations  
Documenting Results  
Showing Appreciation to Your Team  
Summary  
Appendix  
Reproducible Forms

## ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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## EBOOKS AND ONLINE TRAINING

Excel Essentials 2013 [Ebook](#), workbooks, and solutions.

Excel Intermediate 2013 [Ebook](#), workbooks, and solutions.

Excel Advanced 2013 [Ebook](#), workbooks, and solutions.

Excel comprehensive online courses, email for more details.



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