



MARKETING
INSTITUTE OF
SINGAPORE

EVENT MANAGEMENT

Date:
22–23 Feb 2012
21–22 May 2012

Course Fees:
S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Planning & Managing Events

How to Plan Great Events and Achieve Flawless Execution

Why You Should Attend This Course:

This course is designed to help participants understand and apply the principles of effective event management. It will introduce participants to best practices from a practitioner's perspective and familiarise them with the 4-stage process for planning and implementing events successfully. Participants will also be introduced to the tools for analysing and managing events.

Learning Outcome:

- Learn the best practices which can be applied to planning and implementing events
- Learn the 4-stage process for planning and thinking about events
- Practice and apply the tools for each stage of event management

Course Outline:

- Defining Events – What constitutes an event and the elements of an event
- The strategic picture – how to factor organisation's mission and vision to the event objectives, and focusing on the purpose
- P2E2 Model of Event Management – Includes elements of Purpose, Planning, Execution and Evaluation
- Defining Purpose – Focusing on the compelling reasons for having an event as the medium
- 4 Cs for successful Event Management including clarity in purpose, consistency, change management, checkpoints
- Value of Planning – How thorough planning contributes to successful implementation
- Checklists – Various checklists for planning including: Choice of dates, Program design, Schedule, Venue selection checklist, Evaluation checklist, Invitation checklist, Promotions checklist, Catering check list equipment checklist, etc.
- Contingency planning – checklist for contingency plans
- Practical Considerations – Organising committees, sub committees
- Flawless Execution

Who Can Benefit?

- Managers and supervisors who need to plan small and large scale events for the public and customers
- Those who need to organise annual D&D, staff retreats, conferences, cohesion programmes, etc for in-house staff
- Those who are interested to learn the basics of how to plan, co-ordinate and implement events professionally

Trainer's Profile:

James Suresh is a multi-talented trainer and author. He has over 15 years of training experience. The co-creator of Singapore's comic icon 'Mr. Kiasu', James has written comic books as well as authored books on his military experience.

James also develops creative concepts and writes scripts for various media. James has been featured on news radio in the 'Positive Business Minutes' series. James specialises in Public Relations, Creative Thinking, Interpersonal Skills, Emotional Intelligence and Wellness.

James is an accredited PR practitioner, a certified FISH trainer as well as an EQ Trainer with Six Seconds Inc (USA).

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Planning & Managing Events

22–23 Feb 2012 21–22 May 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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