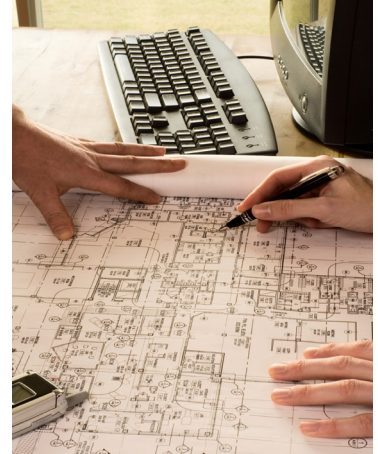


Course Description

Project Management for Event Planning Professionals AMS1007

7 Professional Development Units
7 Education Hours



Overview

Project Management has applications in every aspect of corporate planning. In particular event planning has a unique blend of critical timelines and budgets. However, one of the most trying aspects of the event planning environment resides in the coordination of vendors, floor planners, marketing activities, and sub contractors. Unlike IT project management the event planning domain is much more like running a construction project. This program will focus on the unique aspects of event planning by highlighting the planning, scheduling, and control aspects of project management in that environment. It will also offer proactive solutions for the communications protocols required to successfully manage in this complex and matrix environment. Ultimately, understanding the customer, translating the requirements to the subs and delivering a flawless program is the measurement of a successful event.

Learning Objectives

- Understand project planning, scheduling, and control techniques.
- Discuss best practice for managing a “vendor heavy” project.
- Understand the process of defining customer expectations and deliverables.
- Understand the communication techniques relevant to vendor protocols.
- Build a project model that defines a life cycle for an event planning initiative.
- Become a proactive project manager by anticipating your customers needs.

Format

The format of the class is highly interactive and how-to oriented. Discussion of concepts and principles is followed by team exercises using a real project chosen by the attendees. The emphasis is on the practical application and adaptation of selected tools and processes to small projects.

Duration

One Day

Who Should Attend

Event planning professionals, their supervisors, and anyone who is responsible for managing vendor heavy project initiatives.