Global Development Learning Network

Linking the world through learning

Module 3 – Event Management
Outline

- Event management
- Event costing
- Event Planning
- Event Monitoring and Evaluation
Event Management

- Event management is the application of project management.
- Key role of Event Manager – oversee and manage all aspects of Event
  - Event preparation
  - Event implementation
Event management - Roles

- Event manager needs to take care of
  - Identifying the target audience
  - Customizing event concepts (for your DLC marketing, etc..)
  - Planning logistics
  - Coordinating all technical aspects, etc...
Event management – Tasks

- Event manager is required to coordinate with
  - Contents partners
  - Resource persons (e.g. speakers)
  - Facilitators, moderators
  - Far sites (participating sites)
  - Your team
DLC roles

- DLC has 2 different roles:
  1) Event initiating site (supply side)
  2) Event receiving site (participating site)

The two roles (1 & 2) have both commonalities and differences. As an event manager you will need to determine their roles
Role 1 – Initiating role

• 1) Event initiating site (supply side)
• Event manager must take care of all logistics involved in setting up and implementing an event
• Must ensure and liaise with all parties to ensure they have all the require information
Flow chart Initiating DLC

1. Determining needs of clients
2. Design of Event
3. Monitoring and Evaluation
4. Implementation and delivery
5. Identify and liaise with all parties
6. Determine all logistics to implement the event (check list)
Tips for and Event Manager

Tips for Event Initiating site:

- How to manage multiple sites
- How to coordinate with other DLCs to sort our financial transaction (to agree VC event costs, etc)
- Check and double check all sites and times
- Have a back-up plan incase technical issues
Tips for and Event Manager

- Have contact details for all sites so that they can be contacted easily
- Have someone to help you troubleshoot any problems
- Make sure all sites have all details
- Always keep calm and reassure participants when things need to be fixed.
- Make sure there is one point of contact for problems or questions
Role 2 – Receiving role

1) Event receiving site (participating only)

Before the event
- Liaise with Event management to understand all logistic requirements

During the event
- Responsible for providing all logistics required for the delivery of that event at the DLC

After the event
- Collect, compile and send to event manager participants list, costing, evaluation form after
Flow chart for receiving DLC

1. Liaising with event manager
2. Check all logistics (e.g., rooms booking)
3. Invite participants
4. Implement and delivery
5. Follow-up and evaluation
6. Finalise financial transactions
7. Check all logistics before event
8. Finalise financial transactions
Event Costing

Things to consider

• Cost implication: how much and who pay what
• How to cost an event
• Sample costing table (hand out)
• How to invoice
## Event Costing

### STANDARD COST ESTIMATE FOR A BASIC VC EVENT

- **# of VC session:** 1
- **# of face-to-face half-day sessions:** 0
- **# of hours/session:** 2
- **# of participants (each site):** 15
- **# of participating sites:** 3

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<th>Cost</th>
<th>Unit</th>
<th>Avg No. of units</th>
<th>remote sites</th>
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Event Planning

- Key factors to successful planning
  - Thorough initial planning
  - Persistent following up
  - Quality control
  - Sound monitoring and evaluation tools
  - Prepare a contingency plan to be used in case of technological breakdown (telephone, videotape replay).
Event Planning - Tools

- Check list
- GEM
- Sample running order
- Sample costing template
- 5 star service document
- Other available tools
Event Planning – Things to consider

- **Topic:** Relevant? Who are the Audience?
- **Participating Sites:** too little or too many sites?
- **Interests and availability?**
- **Available of local facilitators?** Instructional Designers
- **Dates & Times – Different time zones**
- **Use of multi media (web streaming)**
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<td>Preparation &amp; walk-in</td>
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<td>8:15 - 8:20</td>
<td>Rick Stapenhourst</td>
<td>Introduction &amp; background</td>
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<td>(Note: Remember to call out the order and ask each Mission to answer when called upon)</td>
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Exercise 1:

- Case Study (20 mins)
- Break up into groups: Within your group divide into DLC 1 (Event Manager) and DLC2 (receiving site)
- Read case study and determine all the responsibilities of each site in order to deliver to event
- Report back to group
• A VC can happen if you have VC rooms, book connecting sites correctly & VC bridge, and people shown up on site.
• There are however many other VC providers, then why should clients/partner choose GDLN/YOU?
FIVE STAR SERVICE

What does it mean – 5 star service?
- Example: Best facility, sound IT infrastructure, client oriented staff, extended network, one stop shop

What does it include
- Customer service
- One stop shop (event planning – delivery – financial compilation)
- Quality control (damage control)
Customer service

- What is good customer service
- Why is good customer service important
- Why is it important to your GDLN event
Customer service

- sharing any examples from ANU, VDIC, TDLC regarding 5-star services, say focusing on following points
- Highlighted service points

Exercise 2: 20 mins

- In groups what do you think are the key elements needed for 5 star service. (report back to the group)
Monitoring and evaluation

- The importance of monitoring and evaluating an event
  - Quality control
  - Feedback to program organizers
- Examples of evaluation tools (refer to PLVF)
  - Evaluation form
  - Client survey