

Enrol NOW for the next intake!

How To Manage Corporate Events Successfully



Systematise Events Management with EventsMastery's Process-Based Approach to Events Management.
It does not have to be a stressful affair when you know the secrets to effective events management!

Endorsed by
International Professional
Managers Association, UK



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A practical, fun and interactive workshop with simulated on-site practices and case-studies. Learn also how you can market your events successfully without increasing your marketing budget!



Dear Colleagues

Events Management is sometimes considered as an Art as those with passion for Events are often the best in producing world-class unforgettable events. However we believe in the **SCIENCE** of Events Management especially for Corporate Events as we take a more process-based approach to events management, learning from the techniques of project management and from our own years of experience as Event Managers.

Events will always be around and even in times of economic turbulences, using events to market and to promote products and services can still be an effective marketing tool if you learn to manage it well. So strategise how events can help meet your business objectives. Plan your event's budget in advance; manage your costings; have a systematic process that can reduce wastage of effort or time, and avoid duplication of work. **Focus on the business objectives.** Manage risk, performance and plan for contingencies. Learn new trends and technologies to make your job easier. **REMEMBER** events management need NOT be a stressful affair.

This workshop can help to make Event Managers' job easier and more FUN! We have been organising this 2-day workshop since 2002 and we are proud to also announce that this workshop is now certified by International Professional Managers Association, IPMA, UK as part of the "Certified Event Manager" programme. This 2-day workshop is based on our research after we realize the need for such training. When we were at school, we were not taught how to organize and manage events and yet, when we join the corporate world, we are often asked to organize events, whether on small or large scale and most of the time, without proper guidance and training. Most of us developed our skills from those days when we were involved in our school extra-curricular activities. Not many of us now can afford the time and money to go back to tertiary schools to get a proper education in events management.

So this is an opportunity to officially learn and improve your organizational skills in managing company or client's corporate events. Get 1st hand learning from practitioners who have been doing it for years! Events Management is not just about learning theories...this practical, non-academic workshop is for working professionals looking for the real "stuff". This workshop is great for those new to events or considering a career in events management. For those with some experience, you can learn a more process-based approach to managing your events. A good place to network, share and learn from others in the industry too.

If you have subordinates or other colleagues who may have to organize corporate events, let them know or send them to attend this workshop NOW. Take advantage of the **EARLY BIRD SPECIALS**.

See you at the workshop.

Sincerely,
Shum FP, Project Director
www.EventsMastery.com

KEY LEARNING OBJECTIVES:

1. Understand the entire events management process and resources required
2. Understand what makes a successful event, getting started and what are the key elements that pull it together
3. Learn how to strategise your events and manage your budget & ROI
4. Learn how to identify, manage and control potential problems to ensure a successful event
5. Learn how you can promote and market your events successfully with use of new trends and technologies
6. Learn how to work with 3rd parties including sponsors, strategic alliances, partners and suppliers
7. Learn how to apply critical and creative thinking skills, leadership, team-building to your events
8. Learn a process-based approach to events management with proven system and templates provided
9. On-the-spot practice with live simulated exercises and be coached and evaluated immediately



PANEL OF TRAINERS & GUEST SPEAKERS

PROGRAMME MODULES for 2-day workshop on How to Manage Corporate Events Successfully (HTMCES)



Introduction & Overview

- Event Management Process
- EventsMastery Process Chart™
- Process-based approach
- Characteristics of Events Management
- EventsMastery 9-box Process Flow™
- 5W2H Approach to Events Management™

Module 1: Research/Concept

- Research and Concept Plan
- Financial Planning/ Key Performance Measures
- Events Design/ Creativity

Module 2: Planning, Budget & Control

- Scoping/ Sitemap/Action & Control Plan
- Preparing the Budget
- Planning for Control/ Performance Management
- Risk Management/Contingencies Planning
- Managing Reports

Module 3: Resources & Alliances

- Manpower Management
- Sponsors/ Strategic Alliances
- 3rd Party Management

Module 4: Production of Collaterals

- Copywriting/ Design/ Production of Collaterals

Module 5: Marketing & Promotions

- Marketing/ Promotion Activities
- Press Relations/Media Management/Branding
- Performance/ Results Tracking

Module 6: Sales & Registrations

- How to Sell
- Registration management

Module 7: Logistics/Administrations

- Pre-event Logistics/ Production and Administration

Module 8: On-site Management

- Setup, On-site Events Proper & Shut-Down

Module 9: Post-event & Review

- Post-event Activities & Closures
- Debrief, Review, Post-Mortem, Reports

Practical Simulated Mock-up Exercises and On-the-spot Evaluation/Debrief

Certified Events Manager Programme for working professionals!

- for those keen to gain an international certification as "Certified Events Manager" provided by International Professional Managers Association, IPMA, UK



After completing 2-day HTMCES workshop

Attend Post-Workshop Clinics/ Coaching

Do Project Paper & On-site Event Audit

Be a "Certified Events Manager", IPMA, UK



Fast-Track Route

(for those with more than 3 years experience as event project leaders)

Apply for Validation

Submit documents for validation



Interview & Validation Process

Be a "Certified Events Manager", IPMA, UK



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WHAT YOU WILL GET :

1. You will get 1st-hand knowledge from experienced practitioners with over 50 years of accumulated experience in Events Management.
2. A process-based approach to events management with proven system and a CD with 30 templates to help you get started and makes your job easier.
3. We teach you what you never learn in school but need to apply at work. You get to practise what you learned on the spot and be evaluated.
4. Learn new trends and technologies not just from our trainers but from our guest speakers who are experts in their field.
5. Post-event email coaching (3 months) - A coach who can still guide you after the workshop as you work on your live projects.
6. Online community of event managers with forum, blogs, and on-going articles of interest. You also get to network with Event Managers from other industries.
7. We can provide you with live on-the-job training opportunities with our on-going events. You will get a Quest Certificate in Events Management to show that you have attended this course.
8. Option to get a UK-based professional certification as "Certified Event Manager" provided by International Professional Managers Association, IPMA, UK.



K.C. See, Master Trainer- Has over 30 years of experience in Event Management. K.C. organized the 1st Malaysian Secretaries Conference in 1984 and the event is now in its 26th year! K.C. has also vast experiences in various corporate events and he is known for his attention to detail when it comes to events. KC's marketing science approach to events and his "potential problem analysis" tool have helped him and his students produce many successful events.



Wong Hee Tun, founder of Tun & Associates Trainings provide trainings that support the growth of human capital in organisations. He traveled extensively in his career spanning three different industries - Engineering, Exhibitions & Events Management and Training. These include postings to Turkey, India, Singapore as well as the Philippines. The areas that he is passionate about and delivers effectively include Team Creation™, Communication Workshop, Leadership Coaching and Effective Events Management.



June Foo - Certified Professional Trainer, with over 10 years of experience working for renowned multinational companies in Singapore. As accomplished project manager, she also handled multi-million dollar projects and organized international conferences for corporate events within Singapore. June applies project management methodologies in her training.



Azah Yazmin Yusof, Lawyer/TV Personality/ Workshop Facilitator/ Master of Ceremony. Azah is the TV host for 3R: Respect, Relax Respond - TV3, 159 Hak Anda - Astro, Be Trendy - TV2 and has been the Master of Ceremony (MC) for many major events including for Tun Mahathir's Birthday Dinner and Pink Triangle - World AIDS Day. Azah has also acted in Impian Ilyana, Gol & Gincu; Sadiq & Co and Ghost I & II.



Joelynn Chong - Certified Professional Trainer with more than 20 years of sales and marketing experience and well verse in the area of Events Management & Human Resource Development. She held various sales and marketing positions including Promotions Manager of a female magazine, Event Manager for conferences, and also Sales Director of an eLearning company. Joelynn was also a Country Manager of a training business in Shanghai, China.



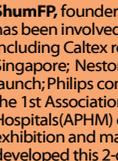
Jerome Joseph, the Brand Coach & Author of five bestselling branding books. He is the Head Brand Coach of Brand One, a corporate brand training agency which conducts customised training programs and workshops for organisations around the world focusing on Branded Customer Experiences, Internal Branding, Employer Branding and Brand Strategy. He is also the Brand Engagement Director of Global brand consultancy The Brand Theatre.



Shum FP, founder of EventsMastery, has been involved in many events including Caltex roadshow in Singapore; Nestomalt internal sales launch; Philips consumer roadshow; the 1st Association of Private Hospitals (APHM) conference and exhibition and many more. She developed this 2-day workshop & a 6 months certification course, complete with manual, CDs and booklet. Shum also co-authored "Managing & Marketing Successful Events" & developed "The 5W2H Approach to Events Management" CD.



Willy Lim, co-founder of NetProQuest, shares how to leverage on Social Media to promote and manage your events, in a more cost-effective way. Facebook, LinkedIn, Twitter and other such social media platform to engage with your target participants.



Tham Keng Yew, founder of Socialwalk - locally developed web-based interface for online registration, ticketing, networking and B2B business matching among guests and attendees. His current client list includes events by TEDxKuala Lumpur, TIE Asia Pacific Conference 09, Barcamp, Bursa Malaysia, and more.

Please note not all speakers will appear in the same workshop, this is to highlight our pool of speakers on board and there are more speakers who are not listed here. Refer to website for more details.

NOW AVAILABLE IN ASIA- A practical & interactive workshop For Event Professionals to learn & enhance their skills and knowledge in Events Management within a **"Dynamic Learning Environment"** that comes with **simulated mock-up sessions** which you need to implement. Be **COACHED** and get feedback **ON THE SPOT!**

LEARN

PRACTISE

DO

REVIEW

Make your Events Management job a lot **EASIER** with EventsMastery's process-based approach to managing your events and you can also walk away with our proven event management system that includes over 30 templates to get you started!

WHO SHOULD ATTEND

This is a great introductory workshop that shows you the entire big picture of managing events, from concept to planning, implementation and control strategies. If you are new to Events, you **MUST** attend this workshop. Even for those with experience, this is the opportunity to learn the systematic approach to events management. So you should attend if you are:

- Responsible for your company functions and events
- Involved in organizing training, seminars, conferences, exhibitions & other corporate events
- Given the task to organize and manage events for marketing and promotions... trade shows, press conferences, product launch, road shows, sales conventions, previews & talks and others
- Asked to manage events for your corporate clients
- Keen to explore a career in event management
- Somehow involved directly or indirectly in the M.I.C.E. industry

9 REASONS TO ATTEND

1. 1st-hand learning from experienced practitioners
2. Access to proven system and existing templates for **QUICK START!**
3. You get to do what you learn during workshop and get immediate review and feedback for more effective learning Find out new technologies and trends to help make your job easier Learn not just from us but from our guest speakers who are experts in their respective field Opportunity to do live events job
6. experience Opportunity to upgrade to be a "Certified Event Managers" - a UK-based working professional manager certification for event managers Get connected with others in the industry
8. industry Access to our resources and coaches so you can call for advice during actual live events

WHAT THEY SAY

I'm really satisfied with the event management programme. The speakers are very knowledgeable with the respective modules.

Jaya Kumaran – Motorola University

I would recommend this workshop to those who are passionate about event management. It's very interesting, fun and full of activities. You'll love it.

Hazline Abd Alim – MDeC

Just when you think you know all there is to know on being good events managers, here comes an insightful hands-on eye-opener workshop. This is a must attend programme, even for the best in the industry.

Siobhan Anne Netto – Subang Jaya Medical Centre

Good fun learning! Definitely good for people to get an overall idea of running events.

Siham Ismail – Islamic Financial Services Board

Thank you to Event Mastery as well as the sponsors for holding such an excellent and brilliant workshop. Learned a lot from this fun and exciting workshop, including the tools and strategies to implement in running an event. The training and brainstorming sessions by the speakers are beneficial, I gained lots of information and knowledge. Looking forward to such workshops in future.

Chong Ye Ching @ Alex – Crest Megaway

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Over 100 companies have benefited from the workshop, including....

- Maybank
- Kuala Lumpur Stock Exchange
- Telekom Malaysia
- Malaysian Inst For Nuclear Tech Research
- HSBC Bank Malaysia Bhd
- Institut Jantung Negara
- Sarawak Tourism Board
- UMW Toyota Motor Sdn Bhd
- Magnum Corporation Berhad
- Motorola Multimedia Sdn Bhd
- SEDC Sarawak
- Expoland Exhibition
- Road Engineering Assoc of Asia & Australia
- Malaysia Lng Sdn Bhd
- Ingress Precision Sdn Bhd
- Permodalan Nasional Berhad
- Asean Bintulu Fertilizer
- Agfa (ASEAN) Sdn. Bhd.
- B. Braun Medical Industries
- Berjaya Vacation Club Berhad
- Cahya Mata Sarawak Berhad
- CNI Enterprise (M) Sdn. Bhd.
- Dewan Filharmonik Petronas
- German Malaysian Institute
- IUM Holding Sdn. Bhd.
- Institute Bank Bank Malaysia
- Int. Centre For Leadership in Finance
- Kumpulan Perangsang Selangor
- Labuan Reinsurance (L) Ltd.
- Leo Burnett Advertising
- NEC Computers (M) Sdn. Bhd.
- Peremba Construction
- Petronas Carigali Sdn. Bhd.
- Technology Park Malaysia
- Proton Edar Sdn. Bhd.
- Samsung Electronics
- Sime Darby Berhad
- Tetra Pak Malaysia & Singapore
- Universiti Malaysia Sabah
- Conceptual Events Asia Sdn Bhd
- RHB Banking Group
- Crest Megaway Sdn Bhd
- Subang Jaya Medical Centre
- Islamic Financial Services Board
- IMU Education Sdn Bhd
- Iskandar Regional Development Authority
- Dewan Perniagaan Melayu PP
- Bank Kerjasama Rakyat Malaysia
- The Exporters Club
- Inno Bio Ventures
- Sin Chew Media
- Pelaburan Hartanah
- Siemens Malaysia
- MDeC, MIA, FMUTM; UUM
- and many more...

This seminar is claimable under HRDF



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Graduates of Class Aug 2009



Graduates of Class Aug 2008

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