







• Events managers are responsible for organising and running all kinds of promotional, business and social events.

• You would control the whole project, from planning at the start to running the event on the day.

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• Event organisers are responsible for the production of events from conception through to completion. Events can include:

- exhibitions and fairs;
- festivals;
- conferences;
- weddings;
- promotions and product launches;
- fundraising and social events.

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• To become an **events manager**, you will need to have **good communication and 'people' skills**.

• You will need to be good at **problem-solving**.

• You will also need to have lots of **determination** and a **positive attitude**.

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Your job can include:

- discussing what the client wants
- coming up with original ideas for events
- agreeing budgets and timescales with the client
- researching venues, contacts and suppliers
- negotiating prices with suppliers and contractors
- booking venues, entertainment, equipment and supplies
- hiring and supervising contractors such as caterers and security
- publicising the event
- making sure that everything runs smoothly on the day
- ensuring that health, safety and insurance regulations are followed
- managing a team

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 **Episcopal Conference of Malawi**

- You might specialise in organising particular types of event, such as parties and **weddings**, **exhibitions** and **conferences**, **live cultural events**, **music festivals**, **product launches** or **fundraising events**.



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Roles

- Event managers work in the public, private and not-for-profit sectors and can work for event management companies, in-house for an organisation or freelance.

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Roles

- The role of event organiser is **hands-on** and often involves **working as part of a team**. Event organisers must be able to complete a wide range of activities requiring clear communication, excellent organisational skills and attention to detail.

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Roles

- They must work well under pressure, ensuring the smooth and efficient running of an event.

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Skills, interests and qualities

- excellent organisation skills and the ability to carry out a number of tasks at the same time
- good communication and 'people' skills
- an ability to focus on the customer
- a creative approach to problem-solving
- a high level of attention to detail
- the ability to work under pressure and meet tight deadlines
- good negotiation, sales and marketing skills
- budget awareness
- administration and IT skills
- the ability to work as part of a team and also use your own initiative
- enthusiasm, motivation, pro-active and a positive attitude.

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Typical work activities

- researching markets to identify opportunities for events;
- liaising with clients to ascertain their precise event requirements;
- producing detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
- agreeing to, and managing a budget;
- securing and booking a suitable venue or location;
- ensuring insurance, legal, health and safety obligations are adhered to;
- coordinating venue management, caterers, stand designers, contractors and equipment hire;
- organising facilities for car parking, traffic control, security, first aid, hospitality and the media;
- identifying and securing speakers or special guests;
- planning room layouts and the entertainment programme, scheduling workshops and demonstrations;
- coordinating staffing requirements and staff briefings;
- selling sponsorship/stand/exhibition space to potential exhibitors/partners;
- preparing delegate packs and papers;
- liaising with marketing and PR colleagues to promote the event;
- liaising with clients and designers to create a brand for the event and organising the production of tickets, posters, catalogues and sales brochures, plus social media coverage;
- coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly;
- overseeing the dismantling and removal of the event and clearing the venue efficiently;
- post-event evaluation (including data entry and analysis and producing reports for event stakeholders).

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- Employers will look for relevant **experience** or strong transferable skills such as client management, organisation, budget management and negotiation.
- Getting **work experience** is recommended! Work at hotels, restaurants, backpackers places, weddings, festivals, etc.

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Be pro-active & take initiative

- Your work never stops; always be alert. You are the face of the festival and you want all visitors to have the best time ever.
- Seeing people happy should make you feel happy!

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From concept to event

- Creative thinking
- administration,
- budget management,
- marketing and
- organisation

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Creative thinking

- Dare to think 'out of the box'; do something **crazy**, something **memorable**, something people will speak about and put on **social media**
- Come up with a **theme** (and stick to that in everything you do); **persona** – **atmospheric sketch**
- Keep the **objectives** in mind. **Why** do you organise this event; when is a **success**?

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Administration

- **Important!**
 - Receipts
 - Archive all mail & documents
 - Version numbers and include dates
 - Always make & send minutes after a meeting (take notes and mail them)
 - Share documents (Google or Dropbox)
 - Communication
 - Budgets

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Budget management

- An event costs a lot of money!
 - Build stages, electricity, water, sanitation,
 - Pay artists/speakers and their accommodation, transport, food & drink
 - Sound equipment, light, other AV equipment
 - Staff (production, technical, legal, administrative, financial, bar staff, waiters, pitter pickers, cleaners, builders, etc.)
 - Cake, photographer, dinner, props, plates, napkins, cutlery, glasses
- Fixed budget? Sponsors? Entrance fees?

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Marketing

- Product
 - Price
 - Promotion
 - Place
- Target group: who are they? What do they do? Where do they live? How much money do have to spend? What are their wishes and needs?

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Marketing

- Research!
- What are your strong and weak points?
- What are opportunities and threats?
- Who is your competition? (price, place, theme)
- What else is going on?
- What is happening in society (PEST)
- Where should you hold it?
- How do people want to buy tickets?
- Where does your target group get information from?


SWOT ANALYSIS



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Organisation

- Project Management
- Phases
- Decision documents



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Organisation

• Initiation phase	• Ideas
• Preparation phase	• Design & plan
• Development phase	• Make scripts
• Performance phase	• Execute scripts
• After-care/Evaluation phase	• Wrapping up

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Organisation

• Initiation phase	• Proposal
• Preparation phase	• Project Plan
• Development phase	• Production schedule
• Performance phase	• The event
• After-care/Evaluation phase	• Evaluation report

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Organisation

- liaising with clients to ascertain their precise event requirements; discussing what the client wants;
- coming up with original ideas for events;
- researching venues, contacts and suppliers;
- agreeing budgets and timescales with the client;
- negotiating prices with suppliers and contractors;
- booking venues, entertainment, equipment and supplies;
- hiring and supervising contractors such as caterers and security;
- publicising the event; liaising with marketing and PR colleagues to promote the event;
- liaising with clients and designers to create a brand for the event and organising the production of tickets, posters, catalogues and sales brochures, plus social media coverage;
- ensuring insurance, legal, health and safety obligations are adhered to;
- selling sponsorship/stand/exhibition space to potential exhibitors/partners;
- preparing delegate packs and papers;
- making a detailed script with timeline and tasks for everyone (staff, suppliers, artists, press, VIPs, catering); arrival times, telephone numbers, interview schedules, signage, logistics; for build up, the event and break down)
- planning for cash flow
- making sure that everything runs smoothly on the day;
- ensuring that health, safety and insurance regulations are followed;
- coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly;
- overseeing the dismantling and removal of the event and clearing the venue efficiently;
- post-event evaluation (including data entry and analysis and producing reports for event stakeholders);
- planning for follow-up?

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So much to consider..

- How do you power a major festival?
- What if it starts raining?
- An artist doesn't show up?
- How to deal with VIPs? And who deals with press?
- Who is presenting?
- What about decoration? Do you have a theme?
- Also include film, theatre, fashion, dance?
- Find sponsors, funding and media partners
- City marketing; can you work with the city or region?
- Hashtags, social media marketing & protocol

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Production

- Management
- Communication
- Health & Safety
- Technical Production
- Site production
- Logistics
- Artist liaison

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Help!



They are there to keep you
(and everybody else) safe



Tell the right person



Pick up glass if you see it



Lake of Stars - jobs

- Hospitality (greeting visitors)
- Car park attendant (welcoming people)
- Security/Steward
- Box office
- Fire steward
- Artist liaison
- Litter picker
- Maintenance (technical)
- Runner (under an area supervisor)
- Information stand
- Hotel rep
- Campsite steward
- Selling programmes
- Host(ess) of the staff room
- Etc.

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LOS 2016?

- Relevant experience is very important! Employers will want to see evidence of organisational and events experience.
- It is advised that prospective events managers get as much experience as possible in an administrative, marketing or project-management role which all require organisation, the ability to manage conflicting tasks and the ability to work to tight deadlines.
- For those just starting out in their careers it would be valuable to gain some voluntary work experience.
- Organising events in a social or professional capacity will always prove a useful experience and show enthusiasm for the job, whatever the size or nature of the event.

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- Working as an events manager can be a hugely **demanding and stressful** job, particularly in the immediate run-up to the event. Events managers typically work standard office hours, although the actual events often happen in the **evenings** or at **weekends**. In the run-up to an event **overtime** is usually required.

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Skills to have

- Excellent organisational abilities
- The ability to manage multiple tasks at once
- The ability to work well under pressure
- Problem-solving skills
- A creative approach to tasks
- Excellent communication and people skills
- The ability to negotiate with suppliers and contractors
- Good attention to detail
- Administrative skills
- Competence in IT
- Strong budget awareness
- Team working abilities
- Enthusiasm and energy
- The ability to meet tight deadlines
- Design skills
- Sales and marketing skills
- Good leadership skills

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Skills to learn

- Research
- Marketing
- Finances
- Management
- Planning
- Negotiating
- Travel & **tourism**
- Hospitality**
- Accountancy** for financial management
- Law** for contracts, licenses, permit
- Public Relations & **communication**
- But also **technical** experience (electricity, light, sound)
- Building (stages, fences, stalls, tents)
- Arts** (decoration, backdrops, graphic design for posters, tickets, etc.)
- ICT** for ticketing, websites
- Social** studies for Community engagement
- Health** science for safety
- Environmental** sciences for sustainability (green!)

And experience!

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Web lectures (online)

About Project Management, a professional approach to events
About the phases and decision documents

- 1a: Project Management – introduction (initiative phase)
<https://mediasite.inholland.nl/Mediasite/Play/a9166647860643f698b4074a67a04a8a1d>
- 1b: Project Management – marketing (initiative phase)
<https://mediasite.inholland.nl/Mediasite/Play/a9166647860643f698b4074a67a04a8a1d?playFrom=1127000>
- 1c: Project Management – sponsoring, time, finances (end of initiative phase)
<https://mediasite.inholland.nl/Mediasite/Play/a9166647860643f698b4074a67a04a8a1d?playFrom=2172000>
- 2: Preparation phase
<https://mediasite.inholland.nl/Mediasite/Play/11b7363d52de4fe5b8503bf1f477fd81d>
- 3: Development phase
<https://mediasite.inholland.nl/Mediasite/Play/b3bc15d031c64ec7962309af3d704a571d>

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Blogs

On www.MasterYourAbility.com



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Any questions?
www.LakeofStars.org

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