



Conference & Event Management Training Workshop

October 16th, 2013

The Scarlet Lounge

Waterfront Café, Barbados

Look us up at www.facebook.com/global.expert.systems

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Conference and Event Management

Although it does take plenty of creativity to design an event that is memorable and meaningful, it also takes careful attention to detail, adaptability, effective delegating, and a lot of work. This intensive one-day course will walk you through the process of event management, from the beginning stages of planning, to the final touches (like decorations, food, and music). While this course is specifically for corporate event planning, the elements here can also be applied to more personal event planning. Essentially, we're creating an effective and well planned design that is ready for implementation and can be used over and over again.

What Will Students Learn?

- ✓ Plan a complete corporate event, including an agenda, budget, goals, venue, audience, food, and whatever else your client needs
- ✓ Keep your event on budget
- ✓ Design an advertising and marketing plan that includes a comprehensive use of media, take-aways, and/or swag bags
- ✓ Determine whether partners, sponsors, and volunteers can help to make your event unforgettable
- ✓ Create an atmosphere of service that delegates will remember
- ✓ Select speakers and a master of ceremonies to add impact to your event
- ✓ Create a diversity plan
- ✓ Evaluate the process once it's all wrapped up

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ Event planning essentials
- ✓ Budgeting basics and managing contracts
- ✓ Using the committee approach
- ✓ Connecting with partners and sponsors
- ✓ Advertising and marketing
- ✓ Selecting the venue
- ✓ Feeding the masses and business etiquette
- ✓ Celebrating diversity
- ✓ Selecting speakers and a master of ceremonies
- ✓ Adding the finishing touches
- ✓ Event day roles
- ✓ Closing the event and gathering feedback

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion

Meet your instructor

Ian Walcott (B. Sc., M.A., M.Sc.) is currently the Partner Consultant and Lead Trainer of GES. Prior to this, he spent five years at the USA based project management training and consultancy firm, the International Institute for Learning where he worked in a number of management roles. He is the former Senior Business Development Officer at the National Cultural Foundation where he designed, implemented and managed Barbados' Cultural Action Fund which provided project funding to the cultural industries. During this time, he also served as one of the key authors and policy advisers of Barbados' current cultural policy. He also lectures in the discipline of Project Management and Business at the Cave Hill School of Business through University of the West Indies.

A dynamic speaker and consultant trainer, Mr. Walcott has presented at conferences at several universities and seminars across the globe. In the Caribbean he has given several high-energy and thought-provoking seminars on a number of management related issues which range from project management, sales and customer relations management as well as managing multi-generations in the workplace.

He is one of the founding members of the former Barbados Chapter of the Project Management Institute and currently sits as the VP of Marketing on the Board of the Southern Caribbean Chapter. Mr. Walcott was also instrumental in conceptualizing the Caribbean & Latin American Conference on Project Management in 2001 and has designed and managed similar events in the Caribbean and Brazil over the last ten years.

A former OAS research fellow in International Political Economy at the University of Brasilia, Brazil, Mr. Walcott also spent two years in Japan specializing in Comparative Business & Management and has worked in the areas of marketing, banking and finance in Barbados, Venezuela, Trinidad, Brazil, and the USA.

Track Record in Event Planning & Management:

1. Conceptualized and produced over 20 medium scale conferences (up to 300 delegates) in Caribbean, Brazil and New York
2. Developed, produced and managed the Caribbean & Latin American Conference on Project Management
3. Project Manager of the Closing Ceremony for Cricket World Cup
4. Training Consultant to the National Cultural Foundation for the Application of Project Management to Large Scale Cultural Events
5. Sold over \$1m in events sales
6. Trained sales teams in Brazil, Argentina, Colombia, Caribbean

Pre-Registration Information

Yes! I would like to attend [Conference and Event Management!](#)

Sign me up for the following session:

- Bridgetown, Barbados – October 16th, 2013
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- All workshops are from 8:30 a.m. until 4:30 p.m.
 - Cost: US\$250.00 per person (workshop & materials)
 - Meals US\$35.00 (lunch & coffee breaks)

Your Information

Name: _____

Position: _____

Organization: _____

Telephone: _____

E-mail Address: _____

Mailing Address: _____

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