

Take away practical skills that you can apply to your events straight away!

IIR MIDDLE EAST  
SUMMER SERIES

# Project Management For Special Events

Develop a set of checklists for immediate application to your events

3 – 6 July 2011 • Dusit Thani Hotel, Dubai, UAE

20 – 23 November 2011 • Venue TBC, Dubai, UAE



## Top 5 Learning Objectives

1

Understand the science of project management and how to apply it to an event

2

Set objectives and measure success of your event

3

Create an event management manual for your next event

4

Manage and improve and improve event finance, sponsorship and cost control

5

Undertake a contract management approach

## Who Should Attend?

- Corporate and Independent Event Planners
- Event Producers
- PR and Communications Managers
- Brand Managers
- Sales and Marketing Managers
- Project Managers
- Exhibition Organisers
- Festival and Public Event Organisers
- Fundraising Managers
- Sponsorship Managers
- Tourism Authorities

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# Project Management For Special Events

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## SUMMER SERIES

Dubai in summer turns from a crowded metropolis to a quiet and serene getaway. Use your time in this luxurious holiday destination to de-stress, visiting world class restaurants and spas which offer huge discounts to visitors during the summer months. Organise that long awaited family time you always crave by bringing them along to the many fun days being held in the malls. From skiing, feeding sharks and ice skating to an evening of golf, spa treatments and bargain hunting, Dubai offers everything you could possibly want during the summer months.



**Course Timings** Registration will be at 07:30 on the first day. Each day will commence at 08:00 and conclude at 14:30. There will be refreshment breaks at approximately 10:30 and 12:30 and lunch will be served at the end of each day's session.

### Course Introduction

Project Management For Special Events caters to the dynamic Middle East events management industry. The importance of effective and efficient event execution is highlighted as the course is applicable to a wide range of occasions including conferences, product launches, corporate hospitality, sporting occasions, shopping festivals, exhibitions and much more; and most importantly, it maintains a strong focus on the challenges that are important to you.

You will take away key documents that can be used immediately for your next event. They can also become a template for your project management system that can be adapted to all events and form the basis of an event management reporting system.

Over the first two days, at Practical Special Event Preparation, you will develop the essential tools to practically and innovatively manage special events. The second part of the course, Financing, Management And Follow-Through, will have you take an in-depth look at what it takes to execute a fantastic special event! By attending the course you will gain a complete, holistic understanding of Project Management For Special Events!

### What Is Project Management?

Project management is a collection of tools and techniques to enable the creation of an asset over a period of time. It is the process necessary to go from the idea of a product or asset to its creation. In particular it concerns the management of time, cost and quality.

### How Widely Is It Used By Special Event Professionals?

What may surprise you is the number of internal company event professionals there are. From Saudi Aramco to Dubai Tourism, there are event professionals working to profile their company and increase its Return On Investment (ROI). Companies and organisations around the world are recognising the huge value of events. The internal event managers are under pressure to account for their management and find a way to capture their knowledge.

In the commercial world, a number of event professionals are adopting this approach for various reasons – one being compliance with other companies and government standards. However, all event professionals have to manage the finances, schedule and the product, so they are all using aspects of project management whether they recognise it or not.

### How Will Event Planners' Work Be Different?

Most people say that project management techniques have made their work so much more efficient. The Sydney Olympics was brilliantly organised. They used project management – and sold the management system and data to the Greeks for \$4 million. A medium-size corporation for example, implemented a project management system for their events. Their comments included how their clients respected their work more when they were able to communicate using project management terminology. This is another advantage, as project management provides event managers with a language to describe what they are doing. Most companies are already using project management in their operations and are familiar with the terminology.

### How Does Project Management Come Into Play In A Crisis?

People often think they are creative when they are constantly putting out little brush fires. True creativity is creating a calm environment where you can make optimal decisions and develop solutions that will work. Project management's role in this is to create that environment. If all the risks have been thought about and dealt with, then the new risks or opportunities can be focused on and solved – to the benefit of the event.

### Course Style

The course will use a number of methods to ensure effective learning including large and small group discussions, lectures and highly current case studies from around the world. As the focus of the course is on skills, there will be a significant amount of practice and developing the next event.

### Course Benefits

You will take away with you files and documents from the course that can be used immediately for your next event. They can also become a template for your project management system that can be adapted to all events and form the basis of an event management reporting system.

## Day One

### Practical Special Event Preparation

#### Event Project Management

- Understand the science of project management and how it can be successfully applied to events
- Complete an event feasibility study or a business case for an event
- Undertake a comprehensive stakeholder analysis and use this as the basis of a reporting plan and a risk management plan
- Determine the scope of an event and manage the integration of the event elements to keep within the scope
- Establish a realistic description of the work needed to create and control the event
- Undertake task analysis and create an optimal schedule by critical path analysis

#### Outcomes

- Work breakdown structure
- Gantt chart
- Stakeholder analysis table

#### Project Management And The Management System

- Event feasibility
- Event concepts and creativity
- Stakeholder analysis – includes internal and external communications
- Scope
- Work breakdown structure
- Event scheduling

## Day Two

### Contracts And Reporting

- Create a document system for an event using spreadsheets
- Understand how to create a supplier list, compare suppliers and perfect clear decision making
- Undertake a contract management approach to event management and understand the basic event management terminology used in event contracts
- Understand the role of the project status report and create efficient work in progress reports
- Identify the logistic requirements of an event and establish a logistics system, which is integrated into the project management system
- Create a risk management system using the ISO 31000 for events

### Outcomes

- Event document templates
- Work in progress template
- Event manual

### Overview

- Procurement and contracts - supplier sourcing and negotiation
- Work in progress reports
- Logistics
- The event manual

## Day Three

### Financing Management And Follow Through

#### Event Finance

- Understand and use the event Return On Investment (ROI)
- Understand how to source finance including sponsorship and ticket sales
- Create a dynamic budget, use commitment accounting and source extra finance
- Identify the financial risk
- Employ estimating techniques and use ratios – event metrics
- Undertake cost control and cost reduction
- Franchising – protecting and selling the idea

### Outcomes

- Event budget
- Key event metrics

### Overview

- Event Return On Investment (ROI)
- Event finance
- Cost control
- The budget

## Day Four

### Staging And Shutdown

- Understand and manage the elements of staging
- Identify and manipulate the elements of site selection and site design
- Create a site map
- Create a shutdown plan
- On site risk and crowds
- Establish a checklist system for the creation, improvement and archiving of the event checklists

### Outcomes

- Site map
- A series of checklists for site selection, site design, shutdown

### Best Practice In Staging Events In The Gulf

- National event strategies of each of the countries and how you fit in
- A survey of the best events - what makes them outstanding?
- Forecasting the trends - where are the opportunities?
- New ideas in programming - they are worth a fortune but where do they come from?

### Overview

- Staging
- Site selection
- Project shutdown and evaluation
- Checklists

### Meet Your Expert Course Leader

**William (Bill) John O'Toole, CFEE**

**BSc, MEng. Manager of EPMS Pty Ltd.**

Founding Director of Event Management

Body of Knowledge (EMBOK)

Advisor to the International Event

Management Competency Standard



Over the last seven years, Bill has worked as a consultant on the development of events and festival strategies for the Kingdom of Saudi Arabia, the European Union, Dubai Tourism Commerce and Marketing and the Aqaba Development Authority. He has trained event staff for the UN in Entebbe and Khartoum and developed the national event forums in Uganda and Kenya. He was the keynote speaker for the International Festival and Events Association conference in 2010 in the USA. For the last four years he was a judge of event awards for excellence in UAE and the USA.

Bill has been creating and organising events for more than 25 years. He is a sought-after presenter and teacher in event management in France, Australia, New Zealand, South Africa, Taiwan, UK, USA, Malaysia and the Middle East. He is an event management consultant to public and private organisations for events, including numerous tourism and regional authorities on their event support mechanisms.

He has co-authored two international texts on event management, *Festival and Special Event Management* and *Corporate Event Project Management*. These textbooks are used for courses around the world and have been translated into Chinese, Korean and Portuguese. His adaptation of project management to event and festival management as published on his CD-Rom, EPMS.NET, is used for events in USA, Europe and China.

Bill's new textbook *Events Feasibility and Development* was released in 2011. Bill is not only versed in the theory but currently organise concerts, festivals and other events around Australia and throughout Asia.

**Would You Like To  
Run This Course  
In-House?**



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Our Customised Training Solutions team are veterans of in-house training with a portfolio of specialists unrivalled anywhere in the Middle East! To design your training projects with significant business impact, please contact Leigh Kendall on: +971-4-335 2439 or email our team at [cts@iirme.com](mailto:cts@iirme.com)

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## FIVE WAYS TO REGISTER

 971-4-3352437

 IIR Holdings Ltd.  
P.O. Box 21743  
Dubai, UAE

 971-4-3352438

GCS/IIR Holdings Ltd.  
P.O. Box 13977

 register@iirme.com

Muharraq  
Kingdom of Bahrain

 www.iirme.com/eventmgt

## DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL – 971-4-3352483

E-MAIL – a.watts@iirme.com

BC3936/ BC4005



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Please call the Customised Training Solutions Team  
on 971-4-3352439 or CTS@iirme.com

All registrations are subject to our terms and conditions which are available at [www.iirme.com/terms](http://www.iirme.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Event	Dates	Course fee before 22 May 2011	Final Course Fee
<input type="checkbox"/> Project Management For Special Events (BC3936)	3 – 6 July 2011	US\$ 4,195	US\$ 4,495
Event	Dates	Course fee before 2 October 2011	Final Course Fee
<input type="checkbox"/> Project Management For Special Events (BC4005)	20 – 23 November 2011	US\$ 4,195	US\$ 4,495

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

## Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheque or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

### Credit card payment

If you would like to pay by credit card, please tick here and a member of our team will contact you to take the details

## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

## Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visa for non-GCC nationals may take several weeks to process.

All registrations are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

## Event Venue:

Dusit Thani Hotel, Dubai, UAE  
Tel: 971-4-3433333

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: +971-4-4072693  
Fax: +971-4-4072517  
Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)

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## DELEGATE DETAILS

Name: .....  
Job Title: ..... Email: .....  
Tel: ..... Fax: ..... Mobile: .....

Name: .....  
Job Title: ..... Email: .....  
Tel: ..... Fax: ..... Mobile: .....

Name: .....  
Job Title: ..... Email: .....  
Tel: ..... Fax: ..... Mobile: .....

## COMPANY DETAILS

Company: .....  
Address: .....  
Post code: ..... Country: .....  
Tel: ..... Fax: .....  
No. of employees on your site:  
1000+  500-999  250-499  50-249  0-49   
Nature of your company's business: .....

YES, I would like to receive information about future events & services via e-mail .....

To assist us with future correspondence, please supply the following details:

Name of the Department Head: .....  
Department: ..... Mobile: ..... Email: .....

Training Manager: .....  
Department: ..... Mobile: ..... Email: .....

Booking Contact: .....  
Department: ..... Mobile: ..... Email: .....