



# Global Development Learning Network

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*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

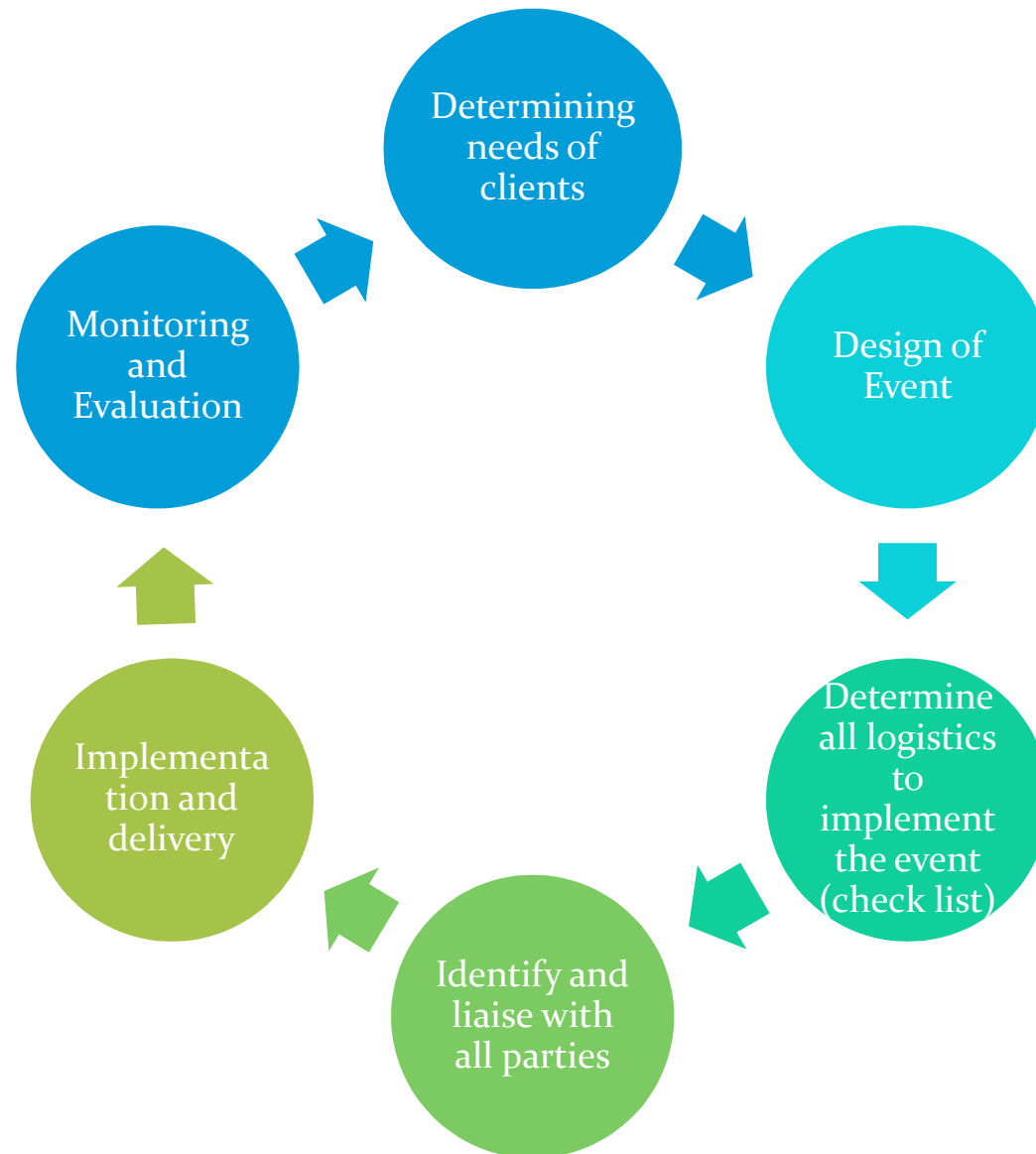


# Role 1 – Initiating role

- 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







# 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 trouble shoot 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

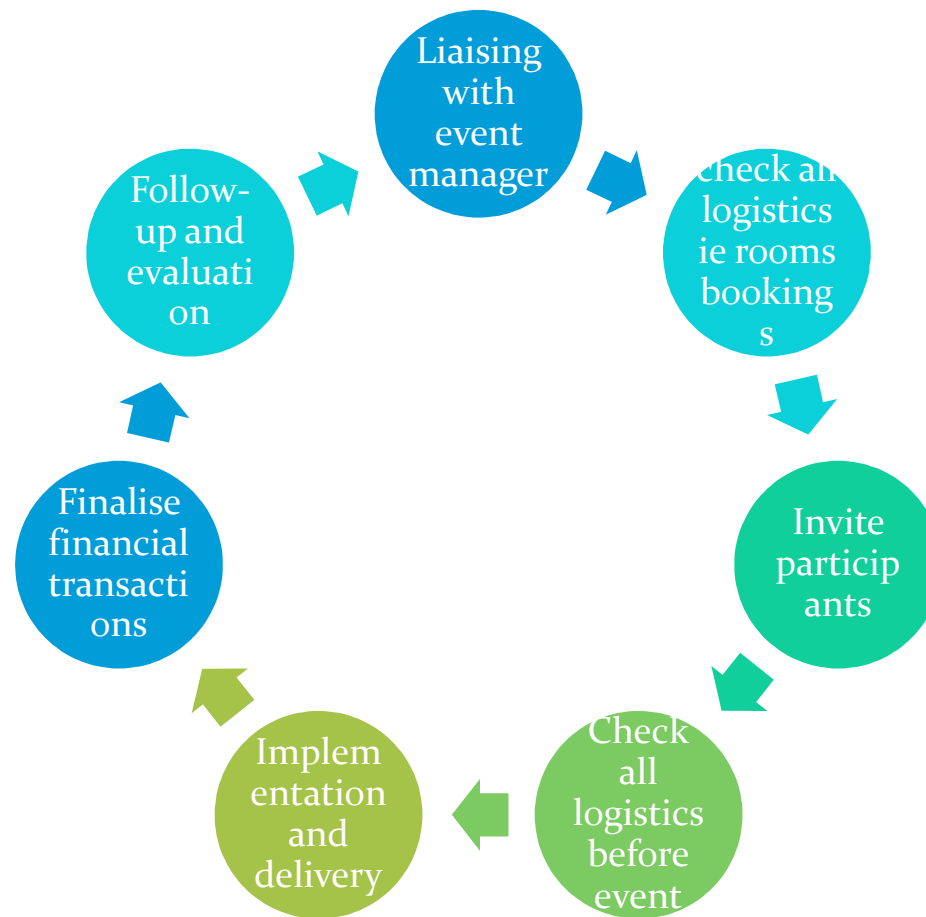
- Responsible for providing of all logistics required for the delivery of that event at the DLC

### After the event

- Collect, compile and send to event manager participants list, costing, evaluation form after



# Flow chart for receiving DLC





# 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-2-face half-day sessions:	0			
	# of hours/session:	2			
	# of participants (each site):	15			(Each site)
	# of participating sites:	3			
Variable Cost items	Cost	Unit	Avg No. of units	remote sites	Total cost / program
<b>Per program</b>					
Technical resources for Prog. Dev.	500	day/program	0		0
<b>Per Session</b>					
NOC set up fee	205	session	1		205
NOC other services e.g. Webcast/DVD record	178	hr./session	0	1	0
NOC HQs & Transcoding	30	site/session	0.5	1	15
Remote DLC VC room rental fee	200	hr./session	2	2	800
Remote site event prep fee	50	day/site /se	1.0	2	100
ISDN cost	2.1	minute	180	1.0	378
Other (Sil Interpretation)	200	session	1	1	200
Other (photocopy)	4	person/ses	15	1	60
Others (Refreshments etc)	2	person	15	1	30
					<b>1,788</b>



# 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)



## SAMPLE RUNNING ORDER

PARLIAMENTARIANS ON CURBING CORRUPTION.

<u>TIME</u>	<u>SPEAKER</u>	<u>EVENT</u>
8:00 - 8:15		Preparation & walk-in
8:15 - 8:20	Rick Stapenhurst	Introduction & background
8:20 - 8:25	(Note: Remember to call out the order and ask each Mission to answer when called upon)  _____ _____ _____	Introduction of Missions: - Benin - Ghana - Uganda
8:25 - 8:35	Hon. H. Ruzindana	Review of Seminar
8:35 - 8:45	Benin	Comments from Benin
8:45 - 8:55	Ghana	Comments from Ghana
8:55 - 9:05	Uganda	Comments from Uganda
9:05 - 9:15	R. Stapenhurst	Conclusion



# 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?





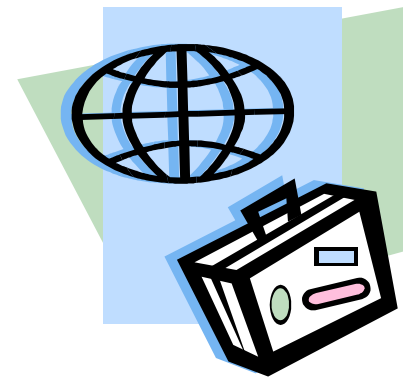
# FIVE STAR SERVICE

- 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