

# Corporate Event Management 2011

Developed exclusively for Australia's EAs and PAs

14 October 2011

Pan Pacific Hotel, Perth

19 October 2011

Park Hyatt, Melbourne

21 October 2011

Four Points Sheraton, Sydney

24 October 2011

Marriott, Brisbane

**ThinkTank**  
media pty ltd

## An event management masterclass with James Matthews



Welcome to the event dedicated to giving you the skills, insight and experience you need to stage the perfect event, every time

A unique and intensive full-day program designed exclusively for Australia's EAs and PAs, that will make you an expert in event planning, organising, executing and analysis.

Personal and Executive Assistants are often charged with organising company events of all shapes and sizes, from international company AGMs to management team building sessions. Every event has its unique challenges, from planning right through to delivery; this masterclass will give you a thorough grounding in both the theory and practice of creating and running best-practice events.

### What you can expect from this masterclass

- Content tailored specifically to you, and the events you are required to run
- Knowledge and insights that will save you a fortune of time in your busy EA schedule
- Learn how to prioritise and project manage your events for optimum efficiency
- Leadership and management techniques that will ensure smooth running events, every time
- Genuine insights into developing, organising, running and analysing corporate events
- A comprehensive 'events kit' with templates and examples of every conceivable checklist!

[www.thinktankmedia.net/eventmanagement](http://www.thinktankmedia.net/eventmanagement)

## 8.30 Registration and welcome coffee

### 9.00 SESSION ONE

#### EVENT CREATION, PLANNING AND DESIGN

- Establishing event objectives, desired outcomes and metrics for success
- Identifying your prospective attendees – who will come, and why?
- Creating the event plan – including scope, event components, venue and date selections, and timelines
- Project management tools and techniques
- Planning your resources, including budgeting and human resources
- Creating event themes, brands and tools to ensure your event is recognised and memorable
- Developing a contingency plan, and how to establish a realistic go / nogo decision framework

## 10.30 Morning coffee break

### 10.50 SESSION TWO

#### PRE-EVENT ORGANISATION

- Determining your 'rate limiting steps' – the tasks which must be completed first to ensure your project runs to time and budget
- Some time management techniques to help you cope when you have a busy PA / EA schedule
- Working with suppliers, how to get the best quotes, how to ensure you are getting what you need and nothing you don't, and how to build win/win relationships with key suppliers
- OH&S and insurance essentials – making sure you're covered
- Hints and tips for getting your Audio Visual requirements right
- How to become a contract expert – for bands, speakers, entertainers, venues and AV
- Tried and tested techniques for finding the ultimate guest speakers – without breaking the bank
- The right way to invite attendees to your event, including 'customer service' techniques to ensure your attendees are equipped with everything they need to know
- Communicating and updating guests / attendees in advance of the event
- Choosing the right catering – balancing dietary requirements with choice and budget
- Keeping within budget at all times and how to avoid costly blow-outs

- Planning, motivating and scheduling staff to run the event
- Developing a watertight runsheet

## 12.30 Lunch

### 1.30 SESSION THREE

#### RUNNING THE EVENT ON THE DAY

- Creating a seamless experience for all in attendance – regardless of what's going on behind the scenes!
- Managing your time and priorities on event day to ensure you're not run off your feet and are confident and in control
- Ensuring all suppliers and stakeholders are well briefed and know exactly what their roles and responsibilities are
- Distributing runsheets and briefing staff well in advance
- Hints and tips for public speaking in the event that you need to open or close the event – knowing who to thank, how to introduce guest speakers, properly acknowledging sponsors
- Leading a team on the day – leadership and management tools that can motivate and inspire your team, even if they are not your usual direct reports
- Dealing with last minute program changes
- Managing suppliers on the day, including venue staff and AV
- Dealing with difficult customers

## 3.00 Afternoon tea

### 3.30 SESSION FOUR – EVENT ANALYSIS AND CASE STUDIES

- Determining what worked and what didn't – which aspects would you repeat?
- Developing feedback forms for attendees and follow up emails to help your analysis
- Measuring the event against your original metrics for success, including financial success, customer / client / staff satisfaction and experience
- Getting feedback from the main stakeholders and applying it to future plans
- Creating a clear, relevant and concise post-event evaluation document
- Some case study examples of corporate events, and some case studies from audience members

## 5.00 Close of masterclass

## Resources

An **'events kit'** will be provided to all participants, complete with checklists and example plans. These will include, but won't be limited to, the following: project plan, AV order, catering order (BEO), example speaker / MC / entertainment contract, speaker / MC brief, runsheets for staff (2 or 3 different types, depending on the event), post-event analysis document.

The masterclass will be conducted using a combination of presentation material and group exercises; maximising your learning potential. Please note that the masterclass content will be tailored to participants' individual needs so the length of each session may vary. Refreshments will be served at appropriate times, including morning and afternoon teas and lunch.

## Recent testimonials

*"The entire program was exactly what I hoped it would be."* **Capricorn Society**

*"Using the knowledge and tips from this masterclass, I will be much more efficient and organised with my event planning, allowing me not to be overloaded with my EA duties"* **ANZ**

*"Great presenter, and great topics"* **Vodafone**

*"Excellent course content, really good ideas on what systems we can improve on with our event management"* **LJ Hooker**

*"This masterclass will really help my career as both an EA and an event manager, thank you!"* **Department of Health & Ageing**

*"It was fantastic to listen to the experiences from the facilitator on how events went well and how they didn't go well"* **Data#3 Limited**

*"The masterclass has enabled me to work on my upcoming event – excellent and helpful information!!"* **Sinclair Knight Merz**

*"The whole masterclass was immensely valuable and I would highly recommend it to other EAs running events"* **Sydney Water**

**James Matthews**  
Managing Director  
**ThinkTank Media**



When it comes to planning, organising and running events, James Matthews is an expert in the field. He has over 12 years' experience managing events throughout Europe, North America and Australia - from conferences with 500 delegates, to balls and awards ceremonies with over 1000 guests.

He also writes and facilitates masterclasses on a broad range of specific training and development subjects for customers over a wide variety of industries.

James is a master of planning smooth and successful events, both large and small-scale, from start to finish. As Managing Director of ThinkTank Media, James' principal aims are to inspire, encourage and motivate every individual to achieve his or her full potential.

James' event management expertise is in high demand, and he is excited to be bringing the Corporate Event Management masterclass – tailored specifically to the many event management responsibilities required of today's Australian PA/EA. Married to a former EA from Goldman Sachs, James has gained a valuable insight into the PA/EA industry and became inspired to create events and courses tailored specifically for EAs and PAs – leading to the creation of Australia's highly-successful flagship PA/EA Conference, 'The Corporate PA Summit' (Sydney, Melbourne, Brisbane and now Perth), now into its 6th year.

James is also committed to helping raise money and awareness for his chosen charity, The Westmead Children's Hospital, where his daughter, Isabella (3), recently underwent surgery. James has been working on achieving a few goals of his own recently, and is proud to have achieved one of his long-term goals, successfully completing the NY Marathon and raising much-needed funds for Westmead in the process.

**Delegate details.** For groups larger than 3, please attach a separate sheet with details of all attendees.

Delegate 1	Delegate 2	Delegate 3
Name _____	Name _____	Name _____
Job title _____	Job title _____	Job title _____
Company _____	Company _____	Company _____
Address _____	Address _____	Address _____
Postcode _____	Postcode _____	Postcode _____
Telephone _____	Telephone _____	Telephone _____
Email address _____	Email address _____	Email address _____

## Registration details

- Perth** Friday 14 October 2011, Pan Pacific Hotel, Perth
- Melbourne** Wednesday 19 October 2011, Park Hyatt Melbourne
- Sydney** Friday 21 October 2011, Four Points Sheraton Sydney
- Brisbane** Monday 24 October 2011, Brisbane Marriott

## Pricing details

\$895 + GST per delegate

## Method of payment

- Please send a tax invoice  Our cheque is enclosed

**Credit card payment**  Mastercard  Visa  
 American Express  Diners Club

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Card number

□□/□□

Expiry Date

**Bank Transfers:**

Account name: ThinkTank Media Pty Ltd  
Bank name: St George Bank  
Address: PO Box 416, Balmain NSW 2041  
BSB: 112 879 A/C# 108 831 121

Cardholder's name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

## Venue and hotel information

**Sydney venue:** Four Points by Sheraton, Darling Harbour  
161 Sussex Street, Sydney NSW 2000 | Tel 02 9290 4000

**Brisbane venue:** Brisbane Marriott Hotel  
515 Queen Street, Brisbane QLD 4000 | Tel 07 3303 8000

**Melbourne venue:** Park Hyatt Melbourne  
1 Parliament Square, Melbourne VIC 3001 | Tel 03 9224 1234

**Perth venue:** Pan Pacific Hotel, Perth  
207 Adelaide Terrace, Perth WA 6000 | Tel 08 9224 7777

## Privacy disclosure notice

If you do not wish to receive further mailings from ThinkTank Media, please tick the box below and fax this form back to 02 9555 5949. We will then remove your details from any of our mailing lists.

- Please do not mail me further brochures

## Cancellation policy

In the event you are unable to attend this event, you may either send a replacement delegate in your place, or enter into our cancellation terms. Should you wish to cancel your registration completely, we will refund your registration fee less an administration fee of \$200 + GST per registered delegate, providing we receive the cancellation in writing at least 30 days prior to the event. Cancellations received less than 30 days from the event will not be refunded.

ThinkTank Media will endeavour to ensure the enclosed program is correct at the time of the event. However we may need to alter any program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone this event. In this case full refunds will be issued.

## How to register

- By fax:** 02 9555 5949
- By phone:** 02 9555 5940
- Online:** [www.thinktankmedia.net](http://www.thinktankmedia.net)
- Mail:** ThinkTank Media Pty Ltd  
PO Box 416, Balmain NSW 2041