

Oxygen Live Presents

One Day 'Foundation Course' Workshop & Toolkit

Westminster

16 November 2010

01 December 2010

13 January 2011

Run by Oxygen Live, over a decade of experience running events for government.

Book your place

www.oxygenlive.co.uk/courses

Reserve your place

www.oxygenlive.co.uk/reserve

We can hold your place with no obligation for two weeks.

Who should attend?

Managers with responsibility to organise a conference, seminar, roadshow, staff engagement event, or consultation workshop in:

- Central Government
- Local Government
- Public Sector
- Not for profits

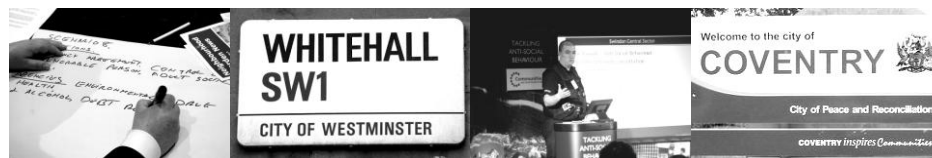
For managers with some event experience, but the course caters for novices too. Ideal for both in-house organisers and those working with event management agencies. Ideal induction course for new event team members.

Includes a Toolkit:

- Course Notes Binder
- Checklists, Quick Fixes and Top Tips
- Templates in MS Word/Excel
- Austerity Checks – ways to reduce costs
- Useful Resources & Supplier Directory
- Support Help Line

Austere Event Management for Government Organisers Workshop

For in-house event organisers needing to do more with less



By attending this one day 'foundation' course, you will learn how to:

1. Plan, Measure & Evaluate Your Conference, Seminar or Workshop With Confidence
2. Create A Business Case for Your Event
3. Evaluate Different Event Formats to Suit Your Event Objectives
4. Understand When and How to Use 'Virtual Events'
5. Design an Innovative Programme to Suit Your Aims and Engage the Audience
6. Set Up Your Own Registration Website, With No IT Skills (nor Budget)
7. Select, Book and Negotiate Low Cost Venues
8. Use Social Media to Promote Your Event
9. Find Latest Web Technology for Running Events
10. Design and Manage Engaging Staff & Stakeholder Events
11. Understand AV Terminology and Which Equipment You Really Need
12. Make Your Event Legal and Compliant
13. Run A Tight Ship On The Day
14. Post Event Essentials to Maximise Your Event Objectives

One day course. All for £275 plus VAT. Register at www.oxygenlive.co.uk/courses

Discounts available for multiple bookings from same organisation. See website for details.

Participation in this 'Foundation Course' entitles you to book onto our follow on MasterClass series.

Course Agenda

We aim to cover the following areas, but will tailor the day to the trainees' requirements as much as possible:



Planning: why have a conference, roadshow or workshop?

How to justify your event - making a business case ■ Which event format is best for your objectives? ■ How to deliver your aims cheaper ■ Setting measurable objectives and evaluation techniques ■ Budget guides: what you can buy for your money.

Project Management for Event Organisers

Practical critical path planning ■ Skill sets ■ Managing a 'virtual' delivery team (probably just you!) ■ Collaboration tools ■ Templates for timelines, budgeting, status reporting ■ Checklists ■ Effective budgeting.

Venues: visible, vital and very expensive!

Spectrum of venue types: what should they cost? ■ Dry hire venues – cost implications ■ How to find venues: research tips ■ Before you sign ...inclusions, exclusions and hidden costs: what to look for ■ Compliance – sustainability, access, health and safety ■ Inspecting your venue: tips for the site visit ■ How to brief your venue ■ About Function Sheets

Content: design tips for audience interaction

How to design an agenda which aligns the content to your aims – techniques for learning, informing, sharing, new ideas, change ■ How to make delegates remember your event ■ Technology update: voting, audience response systems, messaging.



What's special about a 'government event'?

They have particular:

- Aims and objectives
- Audience expectations
- Professionalism
- Tone and messaging
- Perceptions
- Sensitivities

About the Trainers

The course is designed by experienced event practitioners from logistics, production and delegate management backgrounds.

Masterclasses

Attendees are eligible to sign up to half day follow-up Masterclasses on a range of specific topics including:

How to Manage A Virtual Event

Technology for Events

Social Networks for Govt Events

How to Design & Facilitate The Right Conference Agenda

Data Protection for Government Event Organisers

Delegate Networking

Tools and techniques to get your audience talking to each other.

Delegate management: who to invite and how

Promotion techniques ▪ invitation formats ▪ list management ▪ data protection ▪ writing a privacy policy ▪ building a website and response form ▪ engaging delegates *before* the event ▪ writing effective joining instructions ▪ techniques for reducing no shows ▪ taking credit card payments online.

Speakers – they make or break the event!

Importance of managing speakers ▪ What they need to know and what you need to know ▪ Briefing letters and Forms ▪ Tools and techniques: website registration form; speaker templates; upload facility ▪ IT tips... ▪ Visual aids: what are the options? ▪ PowerPoint – best practices.

Virtual Conferences: an overview

How to make your event 'virtual'? ▪ Tools, techniques and technologies. ▪ Managing expectations.

Making your event compliant: are you legal?

What are the different facets that may put your event at risk legally? ▪ Managing Risk ▪ Health & Safety and Risk Assessments ▪ Insurances ▪ Accessibility and Inclusion – it affects the whole event ▪ Dealing with children ▪ Permits and licenses ▪ Noise, curfews ▪ First aid ▪ Laws around Free Prize Draws, Raffles etc ▪ Copyrights ▪ Photography, release forms.

Funding Your Conference: how to extend your budget!

Selling tickets and how much to charge? ▪ How to collect money? ▪ Sponsorship for government – tools and tips ▪ Other ways to monetise your government event!

How to run an exhibition at your conference

What sort of exhibition? ▪ When to use a Shell Scheme ▪ what exhibitors need ▪ How to make a floor plan ▪ Managing and briefing exhibitors – pre event/on the day ▪ Health & Safety ▪ Insurance.

Audio Visual and Staging

AV for Dummies! A layman's guide to what AV kit does, what you really need and what you can dispense with ▪ Learn to know when you are under or over specified ▪ Match kit to audience sizes: plasmas/ screens/projectors ▪ Jargon busting – putting AV into plain English ▪ New technologies: projection; LCD walls; digital recording; LEDs ▪ Role of technicians – how to reduce the number ▪ Pre production – keeping costs to a minimum ▪ Cost effective backdrops and sets – the options.

On-site: how to run a tight ship on the day

Tips for getting the most from your venue manager ▪ Accommodation – hints, tips and pitfalls ▪ How to write and use your logistics schedule ▪ On-site team briefings ▪ Registration - tools and techniques to badge, tag, record, follow and greet your guests ▪ The Delegate Pack – hints and tips; new ways of presenting information ▪ Staffing – roles, duties, briefing; where to hire if you need more ▪ Documentation – how to avoid overload but you NEED EVERYTHING! ▪ Technology – it's not just for AV: use it to organise yourself ▪ Contingency management ▪ Signage – takes the stress away from staff ▪ Top tips ▪ Essentials for your stationery box and mobile office ▪ Running an effective delegate Help Desk.

After it's all over: post event tasks

Checklist for clearing up loose ends and making a blueprint for doing it all over again next time ▪ Closing the loop with delegates ▪ Feedback and evaluation.