



INTERNATIONAL INSTITUTE FOR SKILL DEVELOPMENT

DEPARTMENT OF SKILL DEVELOPMENT MINISTRY OF LABOUR THAILAND

Seminar & Conference Management Course



(30 Hrs. for 5 Days)

222 Moo 2 Wieng Chiang Saen Chiang Rai 57150 Thailand



Introduction

This training course introduces not only all of the fundamentals of seminar & conferences management from outline to thank-you letters, but tips and secrets of top event managers all over the world. It is intensely practical and covers everything from set dressing to creating a social media buzz and VIP management. You will share a whirlwind five days with personal coaching and advice that shares a lifetime of experience and a wealth of examples in one memorable feast.

Participants on seminar & conferences management training course will develop the following competencies:

- Challenge imagination to develop exciting seminar & conferences management concepts.
- Hone the organisational skills and knowledge to plan and manage any seminar & conferences.
- Develop a powerful seminar & conferences planning toolkit.
- Understand how to create and sustain profitable professional alliances that deliver.
- Understand how to bring all of the elements together to make a world-class Seminar & Conferences.

Program Objectives

Participants will be able to:

- Understand the principles and key elements of successful seminar & conferences management.
- Know how to source ideas and to research and deliver a winning proposal.
- Demonstrate the skills of a good seminar & conferences planner including sourcing venues, speakers and suppliers and managing VIPs and the media.
- Understand how to publicise and market your seminar & conferences.
- Manage an seminar & conferences management team and hold event meetings successfully.
- Explain how to manage a budget, detailing how sponsorships work and what the main incomes and outgoings are.

Who Should Attend?

The seminar & conferences management training course is ideal for anyone involved in organising events or conferences. The training course is suitable for anyone who needs to organize and direct smooth and professional events to achieve positive impacts on reputation, with both practical and management perspectives. This includes:

- Meeting planners
- Seminar & conferences managers and marketers
- PR professionals
- Hospitality professionals
- Hoteliers

Whether you work as a seminar & conferences Manager, or Fundraiser, the skills you learn through this practical training will be invaluable.



Program Outline

An Introduction to the Perfect Seminar & Conferences Proposal (3 hours)

- Key qualities and skills of an seminar & conferences Manager
- Creating a first-class seminar & conferences management brief, identifying event goals
- Choosing the event to fit the goals – World class examples
- Creating the perfect proposal
- A problem-solving approach to Seminar & Conferences design
- Costing and outline budget preparation

Starting the Perfect Planning Process (3 hours)

- Project management
- Setting SMART Objectives
- Creating the multi-disciplinary team to deliver your Seminar & Conferences
- Seminar & Conferences planning – Content, messages and themes
- Set and venue theming, catering and partner programs
- Planning for social media, web and on-line participation

Timing to Perfection (6 hours)

- Turning your time line into a project Gantt Chart
- Event running order time management, scheduling and crew rosters
- Sourcing venues, speakers and entertainment
- Conducting a full risk assessment and documenting it
- Contracts, budget control, contingency and delegation
- Managing suppliers, speakers and entertainers

Building Your Brand and Reputation (6 hours)

- The “Stage management” of the Seminar & Conferences
- Ensuring the seminar & conferences management is on message and on brand
- Greeting guests – hosting, welcome desk – set up and management
- Working with VIPs and Senior Leaders
- Your brand on show – walking the talk
- Briefing your team including top-tier managers and presenters
- Corporate Social Responsibility and eco- seminar & conferences management planning

Putting it all Together for Success (6 hours)

- Marketing the seminar & conferences and guest invitations
- Generating news through the seminar & conferences management – inviting the media and bloggers
- Invitations, press releases, press office, the press pack and gifts
- Managing filming and photography on site
- Measuring seminar & conferences management
- Team working and your personal effectiveness
- Planning your career and personal development

Study Visit (6 hours)



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Starting the Perfect Planning Process (3 hours)

- Project management
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Program Summary

This course on seminar & conferences management develops a wide range of skills starting with seminar & conferences management concept, briefing and using creativity, venue selection, planning and project management, seminar & conferences hosting skills, protocol planning, team formation and management, briefing skills and evaluation. The course explains the skills and attributes of a good event planner and, through coaching and advice, helps every participant to grow to their full potential.

Training Methodology

This fast-paced seminar & conferences management training course uses a rich mixture of practical exercises, case-studies, questionnaires, syndicate and group work and video/DVD

examples. Participants will be asked to reflect on and to discuss their own professional issues and experience.

Delegates will be encouraged to ask questions as the training progresses relevant to their own backgrounds and company requirements. The training course will culminate in a group exercise in which delegates will have an opportunity to apply what has been covered in the course.

Number of Participants. 25 persons/group.

Participants Criteria

- The participants should have at least 1 years work experience as head, instructor or teacher
- As head, instructor or teacher from government and private sector.
- Any gender.
- Age at least 20 years old.
- Be able to communicate in English.
- Be in good health. Pregnancy is regarded as a disqualifying condition for participation in the course
- Passport must be valid for at least 6 months.

Invited Country

Cambodia, Laos PDR., Myanmar, Vietnam, Yunnan of China

Venue

International Institute for Skill Development, Chiang Saen District, Chiang Rai province, Thailand.



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