

MEETING AND EVENT PLANNING FOR ADMINISTRATIVE PROFESSIONALS



GENTEX[®]

TRAINING CENTER



Introduction

The ability to plan and execute successful meetings and events is an essential skill for administrative professionals. This intensive five-day program, offered by Gentex Training Center, equips participants with the knowledge and tools needed to orchestrate seamless gatherings, from conception to culmination. Through a comprehensive exploration of planning frameworks, logistics management, and budget control, participants gain the ability to organize effective meetings and events that meet attendee needs, achieve desired outcomes, and leave a lasting positive impression.

Meeting and Event Planning for Administrative Professionals Course Objectives:

- Master core principles of meeting and event planning within the administrative role.
- Develop a comprehensive understanding of the meeting and event planning lifecycle.
- Employ effective communication strategies to manage stakeholder expectations and ensure clear communication throughout the planning process.
- Utilize project management frameworks and tools to plan, organize, and track meeting and event details.
- Develop strong budgeting and cost control practices for meetings and events.
- Select appropriate venues and vendors based on event requirements and budget constraints.
- Manage logistics effectively, including catering, transportation, audio-visual equipment, and technology needs.
- Craft engaging meeting agendas and presentations that foster participation and achieve objectives.
- Implement effective registration and guest management processes for seamless event execution.
- Develop strategies for risk management and contingency planning for potential disruptions.

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- Analyze case studies of successful meeting and event execution.
- Formulate a personalized action plan to enhance your meeting and event planning skills.

Course Methodology

This interactive program utilizes a participant-centric approach. It blends lectures from meeting and event planning experts, real-world case studies, group discussions, and simulation exercises. Participants actively engage in venue selection exercises, budget development workshops, menu planning activities, and scenario-based role-playing for handling potential challenges. Through experiential learning, participants gain the practical skills and theoretical knowledge needed to plan and execute successful meetings and events, exceeding expectations and adding significant value to their administrative roles.

Who Should Take This Course

- Administrative assistants, executive assistants, and office managers seeking to enhance their meeting and event planning skills.
- Business professionals involved in coordinating internal and external meetings and events.
- Individuals new to administrative roles desiring a strong foundation in meeting and event planning.
- Anyone aspiring to become a more effective and organized administrative professional who can manage all aspects of meetings and events.

Meeting and Event Planning for Administrative Professionals Course Outline:

Day 1: Setting the Stage: Planning Frameworks and Communication Strategies



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- Understanding Core Principles of Meeting and Event Planning Within the Administrative Role
- Exploring the Meeting and Event Planning Lifecycle (Ideation, Planning, Execution, Evaluation)
- Developing Effective Communication Plans to Manage Stakeholder Expectations Throughout the Process

Day 2: Project Management for Events: Keeping It Organized

- Utilizing Project Management Frameworks and Tools for Planning and Tracking Meeting and Event Details
- Defining Project Scope, Setting Clear Goals, and Establishing Timelines
- Developing Strategies for Effective Delegation and Task Management

Day 3: Budgeting and Cost Control: Making the Most of Resources

- Mastering Budgeting Principles for Meetings and Events
- Utilizing Budgeting Tools and Techniques to Estimate and Control Costs
- Identifying Cost-Saving Strategies Without Compromising Quality

Day 4: Logistics and Vendor Management: Orchestrating the Details

- Selecting and Negotiating with Venues Based on Event Requirements and Budget Constraints



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- Identifying and Managing Vendors for Catering, Transportation, Audio-Visual Equipment, and Other Services
- Creating a Comprehensive Logistics Plan to Ensure Smooth Event Execution

Day 5: Pulling It All Together: Execution, Risk Management, and Evaluation

- Developing Engaging Meeting Agendas and Presentations to Foster Participation and Achieve Objectives
- Implementing Guest Management Processes (Registration, Check-In, Check-Out) for a Seamless Event Flow
- Crafting Risk Management Strategies and Contingency Plans to Address Potential Challenges
- Evaluating Meeting and Event Success and Gathering Feedback for Future Improvement

Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants gain the knowledge and practical skills needed to become confident and adept meeting and event planners. They will be equipped to manage all aspects of the planning process, from budgeting and logistics to vendor selection and attendee management. This enhanced knowledge empowers them to organize impactful meetings and events that contribute to achieving organizational goals and fostering positive relationships.

