

# Event Planning

## A One-Day Workshop

Enroll Today!

 **PHONE**  
1-800-556-3009

 **FAX**  
913-967-8847

 **ONLINE**  
[www.careertrack.com](http://www.careertrack.com)

 **MAIL**  
CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

*Learn the secrets to making meetings, retreats and even conventions a resounding success*

- Understand the fundamentals of meeting planning
- Manage the details that can slip through the cracks and derail your success
- Negotiate the best deals possible from vendors
- Build an event-planning bible to keep you on track
- Plan a workable budget — and stay within it
- Assess and manage printing needs — agendas, binders, publicity, signage
- Know your critical tasks 6 months out, 30 days out, the week of the meeting and the night before
- Handle setup and teardown schedules smoothly and efficiently
- Conduct a day-after evaluation to assess your event and improve planning and management for the next one

**Plan, organize and host events like a pro —even if it's your very first time.**

**EXPRESS ENROLLMENT!**

**[events.careertrack.com](http://events.careertrack.com)**

This course qualifies for CPE credits. See details on page 6.

Critical information for anyone responsible for planning:

- Corporate challenges
- Quarterly meetings
- Holiday parties
- Trade shows
- Sales conventions
- Staff retreats

# You CAN Master the Details and Organize the Perfect Event

Ever notice how the best events look effortless? Everything just seems to unfold perfectly — and at just the right moment. A well-planned, well-run meeting, retreat or convention is a thing of beauty.

However, anyone who has put together such a gathering knows it is anything but easy and effortless. Nothing — not even the smallest detail — can be left to chance.

If there's ever a time when you can count on seeing Murphy's Law in action, it's during an event. Anything that *can* go wrong *will* go wrong. As the designated meeting planner, you are responsible for making sure that doesn't happen.

## **It's not my *real* job. I'm out of my comfort zone.**

Most likely, event planning isn't your primary job. Somehow, the responsibility just landed in your lap. And now, it's up to you to bring it all together to create the memorable occasion everyone is anticipating.

## **Get the tips, techniques and tricks the pros use to put on flawless events.**

The truth is, there's nothing magical about putting on a well-run professional gathering. Being organized, doing the right things at the right time and understanding a few key strategies will lead to success. You'll discover the

inside track at this seminar — and come away with the confidence you need to pull everything off like a real pro, even if this is your first time planning an event.

## **Do these situations sound familiar?**

- You've been tapped to organize a major event for your organization even though you have no training and no real prior experience. To say you're worried about it is an understatement.
- There's no way you can spearhead an event on top of all your other work.
- You have no set resources to call on for services and features like Internet connections, interactive TV and Web casting. You're not even sure who will need what.
- The event date looms closer and closer, and you're paralyzed. Since you're unsure of what to do first, you haven't made a move. The situation becomes more critical with every passing day.
- You don't even know what questions to ask to get started — or whom to ask.
- The last thing you want is to invest your time and effort organizing an event that turns out to be a disappointment. You wish you could ensure everything will come off as planned.

## The Stories that Keep You Awake at Night

Jan thought she had the big meeting under control. Food was ordered, wait staff hired, chairs, tables and entertainment lined up — the works. Then, on meeting day when the keynote speaker arrived, Jan suddenly realized she'd forgotten all about the LCD projector he'd asked for. Without it, his presentation would be far less effective.

*Find out what you can do to avoid overlooking a small detail that becomes a big problem.*

Karl knew he could never organize the entire retreat by himself, so he lined up a team of colleagues to help. Everything went great for a couple of weeks, then the bickering started. Some of his team members quit helping altogether; others all but dropped the ball. By the opening day of the retreat, he honestly wished he

had just done everything himself. It would have been less work.

*Learn how to choose the right team and stay in control of the process.*

From the moment Cathy agreed to manage the sales convention, she started worrying about it. Unfortunately, that's all she did. With every passing week, her options for locations became fewer and her chances of success grew dimmer. Ultimately, her manager had to step in and plan the whole thing at the last minute. Cathy will be lucky if she doesn't lose her job over this.

*Discover simple steps you can take to calm your fears and get things moving. Learn how doing just a little each day can help you lay the groundwork for a successful event.*

# Gain the 5 Cs of successful event planning

## Coordinate Multiple Tasks Without Dropping the Ball

When you organize an event, you must make progress on many different fronts at once. You must be able to keep all your plans moving forward toward the big day — without letting anything slide. Find out what you can do to start right and stay on track.

## Communicate Clearly and Follow Up

Excellent communication skills are a huge asset in event and meeting planning. Discover the simple steps you can take to make sure everyone knows what to do and when. Develop a tickler file so you can be sure everyone is meeting key dates. Learn how to listen actively, so you can detect problem areas before they erupt into crises.

## Choose the Right Team

She may be your best friend, but that doesn't make her your best resource for organizing an event. Learn what skills to look for in those you recruit for your planning team. The right people can make all the difference in your ultimate success.

## Create a Project Plan

Some planners call it their event bible. Whatever you call it, its function is to provide you with a blueprint of everything that must be accomplished and every detail that must be handled if you are to reach your goal of a smooth-running, successful meeting, retreat or convention.

## Control the Big Day

The best-laid plans can go haywire if setup, teardown, traffic flow and other such issues aren't carefully considered in advance. Don't wait until event day to find out about such matters when they erupt into chaos and fly in the face of all your hard work. A happy consequence of early planning is it frees you up to consider details you might otherwise have missed.

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## Does this sound like you?

*"I could put on a great meeting if only we had a bigger budget."*

*"Planning this event is overwhelming — and I still have my regular work to do!"*

*"It seems like everything needs to be done right away. I don't know where to begin."*

*"This event got dumped on me. Everyone just left me to sink or swim."*

*"I can't do this."*

After this workshop you'll know how to make things work on your budget, with the staff you have and in the correct order.

**Can you plan a successful event? Yes, you can!**

According to a U.S. Department of Education study, the environment where an event is held can impact learning potential by as much as 25%.

*"Energy and persistence conquer all things."*  
— Benjamin Franklin

*"A goal without a plan is just a wish."*  
— Antoine de Saint-Exupery, French writer

# Course Content

Spend a Day With Us, and Save Yourself the Worry,  
Wrong Turns and Wasted Effort!

## Ready, Set, Go — Getting Started Right

- The #1 reason events get off track and how to avoid it
- How to determine the amount of time you need to prepare for an event
- The absolute most important thing to do first when you're put in charge
- The 6 essential elements of any meeting and how to prepare for each
- When you should hold the event at your workplace and when a hotel is a better choice
- Ways to determine how much assistance you need and what each person should handle

## Building Your All-Important Project Plan

- Key factors to consider in building your timeline
- Critical questions to ask all vendors
- The one thing to always remember about negotiating with vendors
- The 5 basic questions every event planner must be able to answer
- How to create your own working timeline document
- The best way to research vendors for a true picture of their capabilities
- How much cushioning to include in your event budget

## Dealing With the Details

- The most important consideration for setting up a registration desk
- What you can do before event day to ensure registration runs smoothly
- 5 essentials to test at the hotel or meeting facility before you book
- What type of food you should serve, how much and when
- When it's best not to offer food — or risk losing your audience's attention
- A simple system that cuts the hassle of arranging for Internet, AV, LCD and other electronic needs
- 5 common room setups and which works best for each event situation
- Tips for creating an event that pleases all the senses and earns rave reviews
- How to ensure a unified look for printed materials, from signage to programs
- Questions to ask prospective entertainers to ensure the presentation suits the audience

### Who Should Attend?

- Managers
- Administrative assistants
- Human resources staffers
- Training directors
- Trade show directors
- Meeting coordinators
- Anyone who is called upon to plan events

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### Managing Meeting Day

- How top planners decide how many staff members to have on hand and where to place them
- Services for the physically challenged — you need more than a barrier-free building
- How to deal with language differences in printed materials
- The secret to creating a smooth load-in-load-out schedule that spares time and tempers
- When and how to train meeting staff for best results
- The #1 consideration when it comes to communication in planning meetings
- How to get the most out of the day-after evaluation
- Why you must evaluate the event with LBs (“like bests”) and NTs (“next times”)



### Your tuition includes a comprehensive workbook.

Every participant receives a free workbook that summarizes key points covered during the training. There's also ample room for you to record your own ideas and inspirations. Back at the office, this workbook will be your personal blueprint for a perfect event. It will become an invaluable, trusted resource you will refer to often.

### BRING YOUR ENTIRE TEAM

You'll learn everything you need to know to plan — and host — the perfect event. The information covered at this workshop is so extensive and valuable, we encourage you to invite all those who will have a role in your big day. When you attend with your coworkers or staff members, you maximize the value of the workshop and ensure the demanding job of preparing for your event will go smoother and easier.

### Guaranteed Results

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide the information and insights you need to plan an event that earns rave reviews. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free.*

# On-Site Training Solutions

## Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

## Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

## Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

## Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

**For a free consultation,  
visit us online at  
[careertrack.com/onsite](http://careertrack.com/onsite)  
or call us at  
**1-800-944-8503****

## REGISTRATION INFORMATION

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

## PLEASE NOTE

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## TAX DEDUCTION

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## CONTINUING EDUCATION UNITS (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## CONTINUING PROFESSIONAL EDUCATION (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## COMPLETION & CONTINUING EDUCATION CERTIFICATES

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

# EXPRESS ENROLLMENT!

[events.careertrack.com](http://events.careertrack.com)



Call 1-800-556-3009 • Fax to 913-967-8847 • Mail your registration form!

**1**  **YES!** Please register me for the *Event Planning* workshop indicated in Section 5. Group discounts available; see page 6 for details.

**ID#**  
**913053**

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.

VIP \_\_\_\_\_ (\_\_\_\_\_) IF AVAILABLE

**3** **ORGANIZATION INFORMATION**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  
 Home

**4** **QUICK CONFIRMATION**

Please email or fax my confirmation to me within 48 hours.

My email address or fax number is: \_\_\_\_\_

**5** **NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

Email Address \_\_\_\_\_  Business  
 Home

#2 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_

Job Title \_\_\_\_\_ Event # \_\_\_\_\_

Email Address \_\_\_\_\_  Business  
 Home

**6** **METHOD OF PAYMENT** (Payment is due before the program.)  
Please make checks payable to CareerTrack and return this form to:  
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).

Total amount due: \$ \_\_\_\_\_

Check # \_\_\_\_\_ (payable to **CareerTrack**) is enclosed.

Bill my organization. Attn: \_\_\_\_\_

Purchase order # \_\_\_\_\_ is enclosed. (Attach purchase order to completed registration form.)

Charge to:  AMEX  DISCOVER  MC  VISA

MO. \_\_\_\_\_ YR. \_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
CARD NUMBER

Card Holder's Name: \_\_\_\_\_

Tax-Exempt: \_\_\_\_\_

Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

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**Your VIP# is WINQ**

To update your contact information, see page 6.

Time-Sensitive Material

**EXPRESS ENROLLMENT!**

**events.careertrack.com**

*One day delivers everything you need to earn rave reviews for your event!*

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and even conventions a resounding success*

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- And much, much more!

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**Don't even consider putting on an event without this training. The information is that important!**