



## Event Management

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## Event Management

- Event Management

is about putting on an event or getting a project completed while leading people and managing resources.

We can use sound management principles to ensure we reach a desired goal on time and within our budget.



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## Management skills

Skills required include:-

- Planning goals and objectives
- Having schedules and timelines
- Budgeting
- Organising human resources
- Acquisition and management of physical resources
- Leadership skills
- Communication

Of these which is most important?



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## Managing events

Leadership skills is the most important. This is because a good leader will ensure everything is done.

These incorporate your ability to set a vision, organise, influence, negotiate, communicate, solve problems and motive people.

Great leadership is *'the capacity to translate vision into reality'*.

Warren Bennis

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## Managing events

There is usually 5 phases to event management:-

1. Initiate phase
2. Plan phase
3. Organise phase
4. Control phase
5. Close phase



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## Stage 1: Initiate phase

Known as the time of scoping the project

1. Define the event / project (create the vision)
2. Identify all stakeholders and their expectations e.g. attendees, sponsors, financiers
3. Identify the objectives
4. Identify resources
5. Identify constraints and risks

*'Where there is no vision, the people will perish'* Proverbs 29:18

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## Stage 2: Planning phase

In this phase we set:-

- Task lists
- Timelines
- Human resources and roles and accountabilities
- Budgets and tax registration
- Risk management plan
- Get approval from stakeholders



*'Failure to plan is planning to fail'* – Benjamin Franklin

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## Stage 3: Organise phase

In this phase we have necessary meetings and set up administration and any monitoring or recording systems. These may be registration systems, spreadsheets and records.

We also make sure:-

- all required policies are in place
- necessary people are recruited
- resources are purchased
- Communicate with stakeholders



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## Stage 4: Control phase

In this phase the project is undertaken.

It is important that there is:-

- Leadership
- Support for team members
- Monitoring occurring – budget / variance reports, reviews, corrections
- Changes made as needed
- Feedback and reporting to team members and stakeholders

*'A leader is one who knows the way, goes the way, and shows the way'.*

John Maxwell

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## Stage 4: Control phase

Good leaders:-

- Lead by example
- Are technically competent
- Are decisive
- Are good communicators
- Are team players and know how to lead a team
- Support their team members
- Will deal with confrontations
- Resolve conflict
- Are visionaries



*'You manage things, you lead people'* Rear Admiral Grace Murray Hopper

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## Stage 4: Control phase

There are different leadership styles:-

- People orientated
- Task orientated
- Reward orientated



Good leaders vary their style depending on the situation

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## Stage 5: Close phase

In this phase we 'wrap up' the project.

- Pack / up resources and clean up site
- Pay accounts
- Complete documentation
- Feedback to stakeholders

### PERFORMANCE

- EXCELLENT
- GOOD
- AVERAGE
- POOR



It is important we document the experience including the successes and failures, what should we do different next time, what have we learnt.

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You have been asked to represent your Parish on an organisational committee for a 2023 Youth Event that is being run locally in conjunction with several other Church groups. You are meeting for the first time tomorrow and your Parish Priest has asked that you attend with a plan.

You have been told the following:-

- It is expected 80 - 120 young people may attend
- It can be run for one full day or over a weekend
- You have 4 – 5 young people eager to assist you in planning and management of the event
- The PP has offered to cover costs but has said he feels it important to have a spiritual focus and would like to see people come for the whole event and not just parts of it.

What is an option that you could present?

What are the things you need to immediately consider if you were to plan this event?

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## For your event

Discuss the:-

- Legal considerations
- Communication channel
- Record keeping

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