

The Definitive 2-Day Workshop that takes you through an odyssey of Designing, Structuring, Planning, Financing, Promoting, and Staging events!

Leader of Your Team, Master of Your Event

A Class-Specialist Events Management Workshop!

September 27-28, 2004 * Holiday Villa, Subang Jaya.



Led by

JACQUES RENAUD

World-Class Event Management Expert

- * Organizer, Consultant and Educator with more than 25 years experience in the events management industry
- * Author of *Le management d'événement*, the first comprehensive French book on events management
- * Awarded the *Prix Hommage 96 of the Société des fêtes et festivals populaires du Québec*, for his contributions to the growth of the event and festival industry

"To be truly the Leader of Your Team and Master of Your Event - you must empower your team, reinvent your programming, strive for novelty, innovate, and stay ahead of the latest trends.

Jacques Renaud

Perfect blend of theory and practical tools that can be adapted to any type of events - **Arts, Sports, Leisure, Entertainment, Corporate, and Commercial.** Universal strategic guide for all managers - **Conceptors, Organizers, Marketers and Decision Makers** interested in learning how to organize special events or to enhance their management skills.

Not to be missed! Book Your Seats Now!

A SELL-OUT PROGRAM WHENEVER & WHERE EVER IT IS OFFERED

Program Contents of this Class-Specialist Events Management Workshop are the hands-on and life time experience of the workshop leader!

Another World-Class Event Brought to You by

RAYMA NOTHING'S IMPOSSIBLE!

THE POWER OF SPECIAL EVENTS

The world is fertile ground for public events! Whether a local festival or major international event, people love to gather together for a time of discovery and celebration. There is a growing demand world-wide – from countries, communities, corporations, retailers and associations for the heightened visibility and popularity they stand to gain through successful, innovative events.

Today, *events are an integral part of the marketing mix* - helping to establish product identity and defining a brand's core value. Competitors no longer come from within the same market as globalization has resulted in intense world-wide competition. The public is now more discerning and demanding and events are more costly to stage in order to satisfy public expectations.

CREATE EVENTS THAT HAVE REAL PUNCH & IMPACT!

This *Events Management Workshop* takes you through a fascinating odyssey of designing, structuring, planning, financing, promoting and staging events. It familiarizes you with the team dynamics behind the project with all the various roles and responsibilities. Whether you are committed to making your first-time event a resounding success or revamping your 10th anniversary festival, this workshop will help you map out strategic actions that empowers you to become the *Leader of Your Team* and *Master of Your Event!*

HOW YOU WILL BENEFIT

- ✓ Gain an overview of the world of events
- ✓ Acquire a clear understanding of event management environments
- ✓ Understand the fine lines between creating and managing an event
- ✓ Create original and challenging events, rather than be at it's mercy
- ✓ Grasp the different realities and stakes that face event organizers
- ✓ Enhance managerial skills to deal with new issues confronting the world of events

Managing successful events has become a science, unlike leading a social club as in the past.
**Improve And Expand Your Range Of Management Skills!
Develop The Confidence To Create Original
And Challenging Events!**

PROGRAM OBJECTIVES

- To present a complete and comprehensive event management model
- To put into context the various functions needed to carry out an event
- To provide effective management tools that can be adapted to any type of event
- To emphasize the realities and stakes facing event organizers today

PROGRAM METHODOLOGY

- Theoretical contents are presented to introduce each component of the event environment
- Practical event management tools are provided to support the theory
- Dynamic exercises are designed to adapt the theory and tools to participants' realities
- Training illustrated with lively cases based on real-life experiences

WHO SHOULD ATTEND

- ◆ Marketing/Promotions/PR/ MarCom managers who use events as part of the marketing mix
- ◆ Event organizers & promoters interested in enhancing their management skills
- ◆ Project managers interested in developing a more creative approach to their work
- ◆ Consultants interested in enhancing and expanding their event management skills and strategies
- ◆ Managers & executives with little or no events management experience interested in learning how to organize special events
- ◆ Advertising agencies
- ◆ PR agencies
- ◆ Associations, Clubs, Societies, Guilds

PROGRAM CONTENT

THE WORLD OF EVENTS

What is an event?
What makes events succeed or fail?
How do events evolve world-wide?
Who are today's event organizers?

DISCOVERING THE SENSE OF YOUR EVENT

Understanding the reasons behind and ahead of the project
Pooling the various visions to a common goal
Sharing motivations to identify common threads
Taking account of the realities that have an impact on the project
Laying out the project space
Establishing the vital minimum

DESIGNING AND CONCEPTUALIZING YOUR EVENT

Making the project presentation a good show for decision makers
Summarizing the project context and market analysis
Defining the content: directions, programming
Structuring the project: team, timelines, budget
Projecting the anticipated results
Exploring the intangibles: project feasibility, market studies

STRUCTURING YOUR TEAM

Principles for establishing team accountability
Building an organizational chart around the project needs
Designing the decision-making process
Running the management centers efficiently

PLANNING YOUR OPERATIONS

Principles for establishing timelines management
Determining the event's life cycle
Implementing a strategic timeline
Keeping the project on schedule

CONTROLLING YOUR BUDGET

Principle for budget monitoring
Establishing the chart of accounts and budget structure
Presenting the event budget in a transparent fashion
Strategic monitoring on budget forecasts

INTEGRATING YOUR MANAGEMENT TOOLS

Team accountability
Strategic timeline management system
Strategic budget monitoring system

FINANCING YOUR EVENT

Basic principles for designing a smart financing plan
Defining a funding strategy from public, private sources or public sales
Determining a funding structure for investors
Targeting potential financiers and negotiating agreements

PROMOTING YOUR EVENT

Positioning the event identity
Targeting the market and the public
Determining the offer and price
Choosing the appropriate tools, message and image
Evaluating the marketing results

EXPERIMENTING AN EVENT MANAGEMENT MODEL

The fundamental questions and strategic answers for any events
An event management model that can be adapted to any set of circumstances
A multi-project approach that can be developed by any events organization

PRESENTATION OF THE SIMULATION CASES BY PARTICIPANTS

Your World-Class Event Management Expert JACQUES RENAUD



Jacques Renaud has been working in special events and project management for more than 25 years as an organizer, consultant and educator in such varied fields as the arts, entertainment, leisure & tourism, education, social & political affairs and international development.

As an organizer, Jacques has been involved in a number of major events around the world – designing, structuring and managing new projects. As a consultant, he regularly monitors and provides input to show business companies and other corporations on the strategic planning and organizational development of a variety of creative projects.

While he was Program General Manager for the celebrations commemorating the 450th anniversary of the Province of Quebec, Canada., Jacques encouraged and supported the developers of an exciting new circus concept which quickly became a major highlight of the celebrations: *Cirque du Soleil*.

As the young organization came of age, Jacques guided it through an in-depth process of strategic planning and organizational restructuring designed to foster the international development of this constantly evolving enterprise – which is now the world's leading circus.

In 1996, Jacques was asked by Cirque (on short notice) to replace the Tour Manager of *Alegria* in Japan and Hong Kong. This opened the door to an Asian experience that he has found both exhilarating and fulfilling.

Based in Singapore from 1998 – 2001, his focus was on developing new markets in the Asia-Pacific region and the Middle East for Cirque du Soleil's touring productions *Saltimbanco* and *Alegria*. Jacques' love affair with Cirque du Soleil continues to flourish.

In 2000, Jacques launched the first comprehensive book on events management, *Le management d'événement*, presenting a thorough global approach to event management. His contributions to the growth of the event and festival industry earned him the *Prix Hommage 96 of the Société des fêtes et festivals populaires du Québec*

In 2001, he was chosen as one of *Canada World Youth's Outstanding Alumni* of the past 30 years, in recognition of his accomplishments and his demonstrated commitment to global citizenship.

Today, Jacques Renaud, an active organizer on the international scene, continues to explore new horizons in event management and market development - offering his expertise to entertainment companies, event promoters, corporations and individual creators. Additionally, he teaches his knowledge at leading executive-education training institutions around the world.

REGISTRATION FORM

YES! Please register the following for:

**Leader of Your Team,
Master of Your Event**

A Class-Specialist Events Management Workshop!

Date September 27-28, 2004 **Time** 9am-5pm daily
Venue Holiday Villa, Subang Jaya, Selangor D.E.

Name 1: _____

Position: _____

E-mail: _____

Mobile: _____

Name 2: _____

Position: _____

E-mail: _____

Mobile: _____

Name 3: _____

Position: _____

E-mail: _____

Mobile: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Contact Person: _____

Position: _____

E-mail: _____

Mobile: _____

PAYMENT METHOD

By Bank Transfer

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

By Cheque

Cheque _____

Amount _____

made payable to RAYMA Sdn Bhd.

Fax this registration form, then send with payment to:

RAYMA Sdn Bhd (155878W)

2B Jalan SS 24/13, Taman Megah

47301 Petaling Jaya, Selangor Darul Ehsan

Tel: (03) 7804 4666/777/888 Fax: (03) 7804 4484

Email: seminars@rayma.com.my

PROGRAM DETAILS

**Leader of Your Team,
Master of Your Event**

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- ◆ September 27-28, 2004
- ◆ 9am-5pm daily
- ◆ Holiday Villa, Subang Jaya, Selangor D.E.

Your Investment

RM1,980 per person, inclusive of program manual, lunches and refreshments.

Early bird incentive

Take 10% OFF the fee.

Register and pay by 30 July 2004.

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% OFF for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, telefax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before the program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after 20 September 2004.

Substitutions are allowed.

HRD COUNCIL: SBL SCHEME

Organizations contributing to the HRD Fund may claim 100% of the approved training program fee.

(Applicable for the first 35 claims only). Please apply through your HR Department at least 14 days in advance of the program to expedite approval from HRDC.RAYMA will be pleased to assist in this process upon request.

RAYMA GUARANTEE

Full refund if we do not deliver what we promised.

Just turn in your workbook at the end of the programme.

**Need to develop entire teams?
WE COME TO YOU!**

In-company Customised Learning Solutions

All our public programs, based on best practices, can be developed in partnership with you to meet your organization's specific requirements

Tel: (03) 78044666 / 777 / 888 Fax: (03) 78044484

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