

# Strategic Planning for Events

This one day workshop is designed to enable managers to consider how to evaluate the benefits of events, and incorporate them effectively into the business.

## **Suitable for:**

Publishers and senior managers wanting guidance on how to turn their ideas into a viable proposition.

## **Programme:**

- Business strategy in relation to events
- Assessing your strategic thinking
- Communicating with the teams
- Budgeting for events
- Viability of events – breakeven, profits and profit margins
- Considering the hidden costs
- Forecasting and re planning when necessary
- Project evaluationStructure for proposals
- Payback and rate of return
- Setting exit points
- Practical work
- Group discussion and action planning

## **Duration:**

One day