Publication date : 01/29/2024

Course : Assistant: successfully organizing a professional event

Practical course - 2d - 14h00 - Ref. ASU
Price : 1280 € E.T.

4,8 / 5

BEST

This training course proposes an approach to organizing your professional events effectively and working in "project mode" to guarantee their success and gain recognition as an organizer and manager.

Teaching objectives

At the end of the training, the participant will be able to:

- Framing the challenges of a professional event
- Organize the event in project mode
- Coordinating event stakeholders
- Ensure project monitoring and control
- Define event communications

Intended audience

Assistant in charge of organizing, implementing and communicating professional events.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Sharing practices, case studies, brainstorming, brainstorming in pairs and sub-groups, role-playing.

Teaching methods

Active, participative and fun teaching methods based on [[project mode]". Case studies.

Course schedule

PARTICIPANTS

Assistant in charge of organizing, implementing and communicating professional events.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the stakes of a professional event

- Identify the different types of professional events.
- Identify the strategic stakes of a professional event.
- Understand the roles and missions of the assistant in event organization.
- Analyze the added value of the assistant in this type of event.

Group discussion

Brainstorming, pair and sub-group brainstorming, practice sharing.

2 Organize a professional event in "project mode"...

- Know and understand the "project mode".
- Identify the keys to project success: objectives, deadlines, budget.
- Set the project framework: context, needs, resources.
- Identify the factors guaranteeing project success.
- Use an analysis methodology to achieve the expected result.

Hands-on work

Sub-group work on a case study based on various professional events.

3 Negotiate with service providers and propose a coherent organization

- Develop an organization consistent with success factors.
- Argue and negotiate with service providers to keep the budget under control.
- Build a decision-making tool for the manager.
- Present an organization proposal to the manager.
- Submit recommendations and demonstrate organizational skills.

Role-playing

Case study: presenting your proposal, negotiating effectively.

4 Tracking and managing business events

- Keep an eye on deadlines and budget, the keys to a successful event.
- Build and monitor the budget for the professional event.
- Create an action plan.
- Control, be alert and show your management skills.

Case study

Case study: drawing up a budget and a back-plan.

5 Communicating about your professional event

- Identify communication objectives.
- Choose the right communication media for your event.
- Write effective materials to arouse guests' interest.
- Be creative and reveal your talents as a communicator.

Exercise

Brainstorming in pairs and sub-groups, developing best practices and creating support materials.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

PARIS LA DÉFENSE

2026 : 28 May, 10 Sep.

2026 : 28 May, 10 Sep.