Publication date : 06/20/2024

Course : Successful events

Practical course - 2d - 14h00 - Ref. RME
Price : 1310 € E.T.

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Event communication is an essential strategic lever, and must be carried out rigorously in order to generate useful spin-offs for the company. This training course will provide you with a method for mastering every stage, from the design to the execution of your events.

Teaching objectives

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

- Master the different stages of an event: design, organization, aftermath
- Integrating digital and eco-responsibility issues
- Optimize the visibility of your event
- Measuring the results of your event for the company

Intended audience

Communications managers, marketing department staff, communications assistants.

Prerequisites

No special knowledge required.

Practical details

Case study

Reflection based on real cases, case studies to learn the principles and methods of event organization.

Course schedule

1 Définir sa stratégie de communication événementielle

- Identify your goals.
- Qualify your targets.
- Integrate events into a global communications strategy.

Hands-on work

Design a global communications plan including events.

PARTICIPANTS

Communications managers, marketing department staff, communications assistants.

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.

2 Find the creative concept for your event

- Identify the messages to be conveyed.
- Choose the right format: classroom, hybrid, digital.
- Brainstorm and script your event.

Hands-on work
Create an original concept from a brief.

3 Managing your event

- Project and team coordination.
- Master the tools: retroplanning, budget, driver, checklist.
- Integrate eco-design principles.
- Collaborate with external service providers.

Hands-on work
Creation of a retro-planning and a driver.

4 Promoting the event

- Orchestrate communication around your event.
- Find sponsors/partners.
- Inform the media and promote the event on social networks.

Hands-on work
Create a promotional plan for a specific event.

5 Evaluating your event

- Define results indicators and evaluation methods.
- Analyze feedback.
- Measure the environmental impact of your event.
- Draw up a post-event action plan.

Hands-on work
Create an evaluation questionnaire for participants and prepare an action plan.

Dates and locations

REMOTE CLASS
2026 : 28 May, 15 Oct., 10 Dec.

PARIS LA DÉFENSE
2026 : 28 May, 15 Oct., 10 Dec.

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.