



**Master of Your Event,  
Leader of Your Team**  
*A Strategic and Practical Events Management Workshop*  
**April 5-6, 2005 \* Holiday Villa, Subang Jaya**  
**Jacques Renaud**  
*World Class Event Management Expert with  
more than 25 years experience in the events management industry*

Another World Class Event Brought to You By

**RAYMA** NOTHING'S  
IMPOSSIBLE!

“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**

### **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, staging and evaluating events. It familiarized 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 10<sup>th</sup> 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

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.

## 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
- Any 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 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 450<sup>th</sup> 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 and 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 Societe des fetes et festivals populaires du Quebec**.

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.

## PROGRAM DETAILS

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

A Strategic and Practical Events Management Workshop  
April 5-6, 2005 ■ 9.00am-5.00pm daily ■ Holiday Villa, Subang Jaya.

## YOUR INVESTMENT

RM1,880 per person. Rate includes Participant Workbook, lunch and refreshments.

### **EARLY BIRD RATE**

**Take 10% off the fee – Pay before 15 February 2005**

### **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, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

### **Secure your seats.**

Register online at <http://www.rayma.com.my/seminars/eventsmanagement05.shtml>

## 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 commencement of program. *Substitutions are allowed.*

## RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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**SECURE YOUR SEATS FIRST.**

Register online at <http://www.rayma.com.my/seminars/eventsmanagement05.shtml> or fax this form immediately: +603 7804.4484 followed by payment.

## REGISTRATION FORM

YES! Please register the following participants for the

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**Name 1:**

Position:

DL / Mobile:

E-mail:

**Name 2:**

Position:

DL / Mobile:

E-mail:

**Name 3:**

Position:

DL / Mobile:

E-mail:

**Company:**

Address:

Tel:

Fax:

E-mail:

**Contact Person:**

Position:

DL / Mobile:

E-mail:

**PAYMENT METHOD** *(Please tick)*

**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***