Unit 2

Model of Event Management
The Five Step Model - Overview

Phase 1
RESEARCH

The Goldblatt Event Management Process

Phase 2
DESIGN

Phase 3
PLANNING

Phase 4
COORDINATION

Phase 5
EVALUATION
Research

- The “W’s” need to be answered – just like a reporter
Research

- Risk management
- Check licensing, fees, regulations
- Include stakeholders
- Check codes of ethics
Research

- Develop a SWOT analysis

- Then, if these all fall into place – the green light is on!
Design

- Introduce Brainstorming
- Ideas from Stakeholders
- Consensus
- Prioritization
- Event Design
Planning

- Staffing Plan
- Timeline

Sample Organizational Chart for Event Production Team

Event Manager
Type title here

- Registration Manager
  - Volunteer
- Catering Manager
  - Catering Firm
- Rental Company
- Production Manager
  - Type title here
  - AV Team
  - Speaker/Entertainment Mgr
Coordination

- 5 steps to on-site decision making without regret
- Communications plan
- On-site organizational tools
Evaluation

- When
- Who
- What
- Result to be applied where?