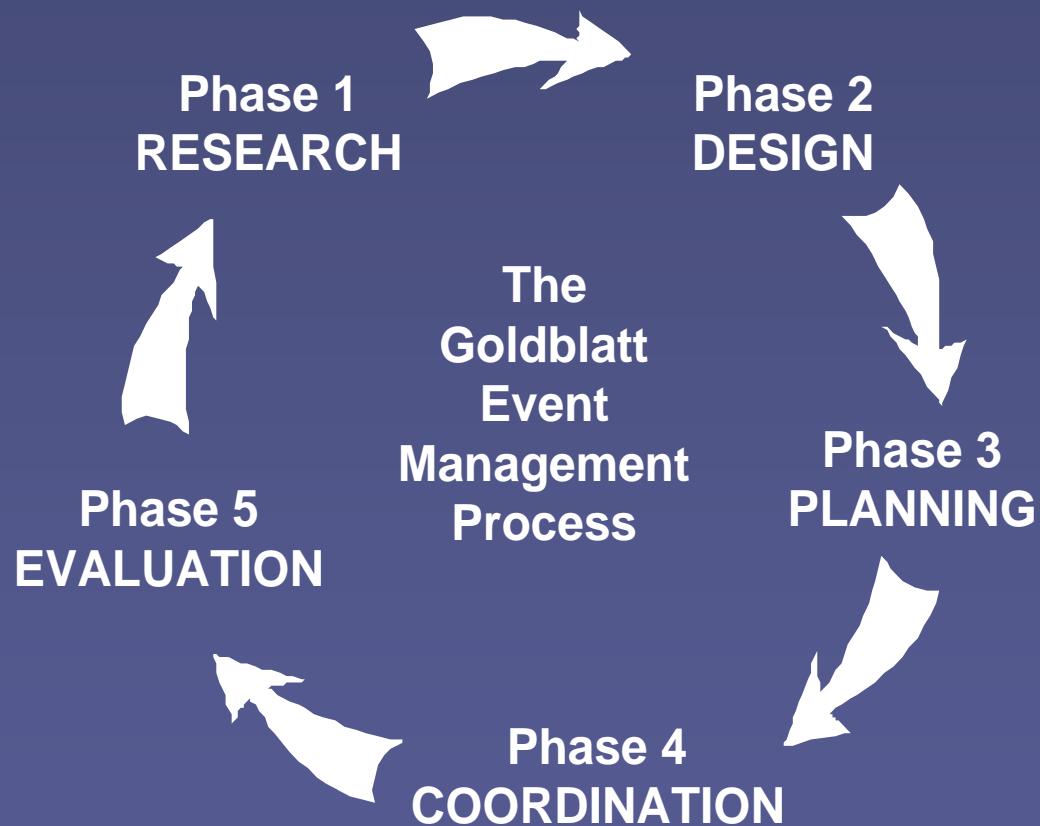




## *Unit 2*

# Model of Event Management

# The Five Step Model - Overview



# Research



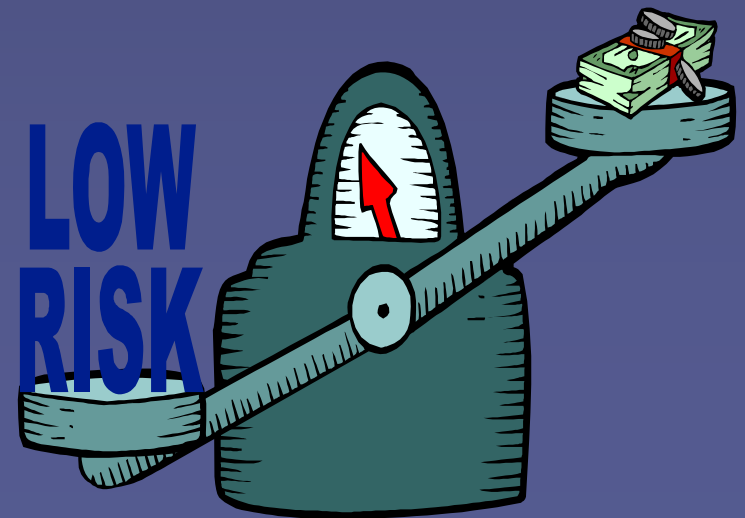
- o The “**W**’s” need to be answered – just like a reporter



# Research



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



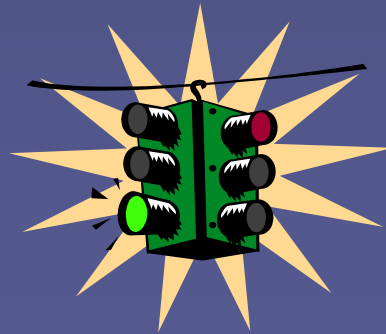
# Research

- o Develop a SWOT analysis

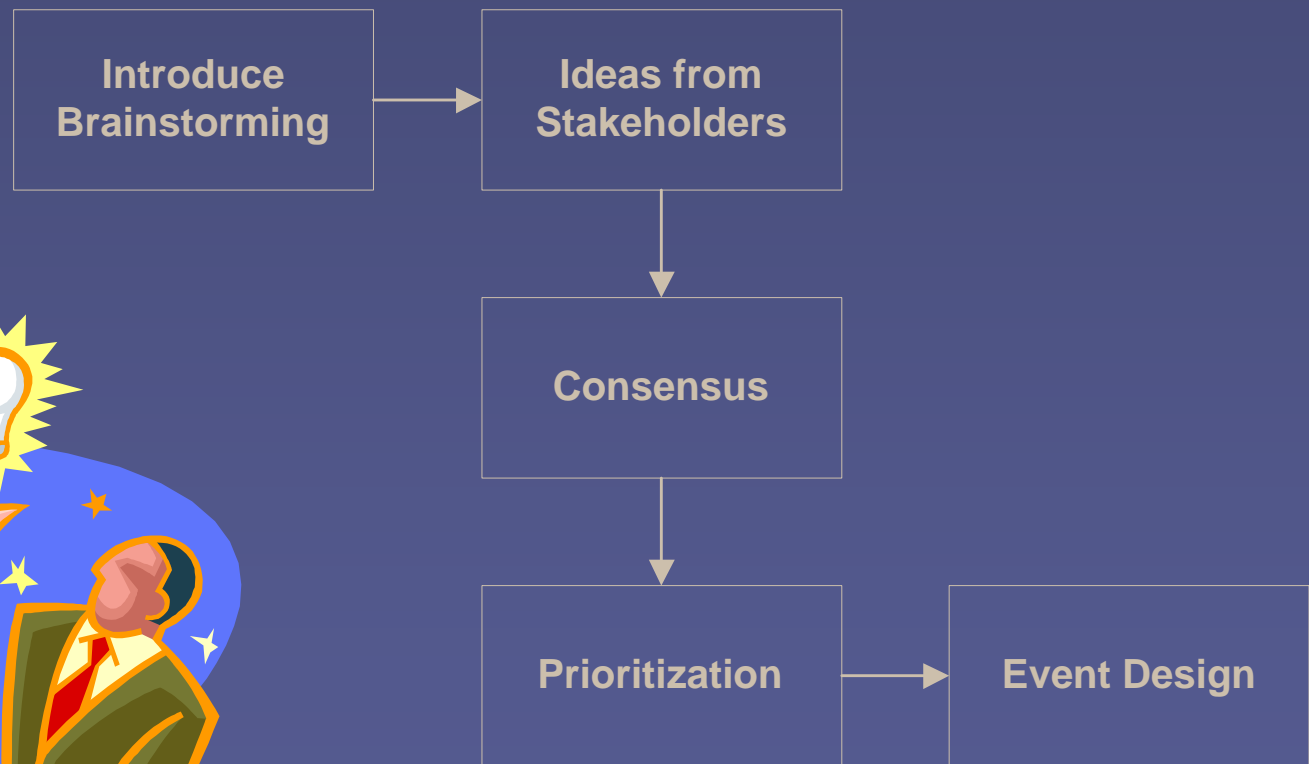
Strengths	Weaknesses
Opportunities	Threats

SWOT Analysis

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



# Design

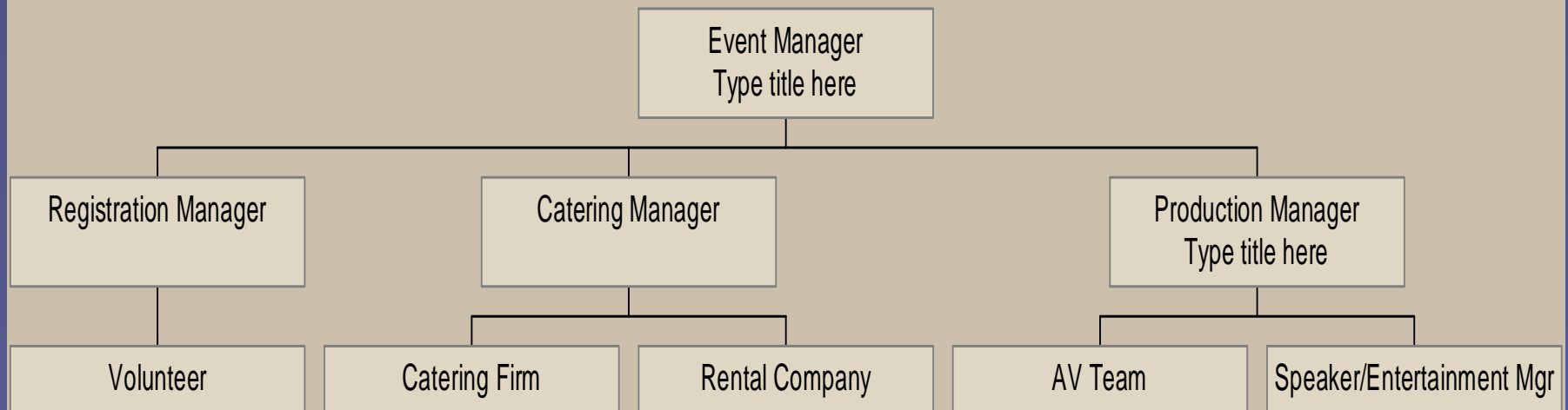


# Planning



- Staffing Plan
- Timeline

Sample Organizational Chart for Event Production Team



# 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?

