

June 2008: The Event Management Edition

## Best New Business 2008

We are phenomenally proud to be finalists in the Kent Business Awards “Best New Business” category and will be taking some of our trainers and clients to the award ceremony on 12 June.

We do know how tough the competition is. Across the categories, many of the finalists have sent staff on our training programmes. So we wish all of the finalists well, in all categories; even our own, Best New Business.

So good luck to Education Sense Ltd, SIMS Claim Services and SWEEP Ltd, even if we do rather hope that we beat you!

And well done and good luck to all of our clients who made it to the finals. We look forward to meeting you there.

You can find a full list of finalists in all categories, at:

[www.thebusinessawards.co.uk/kent](http://www.thebusinessawards.co.uk/kent)

## How Good are you at Managing an Event?

For many organisations, early summer is a great time for you to get your team together. Here are our eight top tips to ensure your event is a magnificent success.

### 1. **Begin with the end in mind**

Make plenty of time to agree your objectives up front. Ask yourself: *“When people leave the event, and it has been a great success, what will they be saying?”*

### 2. **Plan rigorously**

This may sound obvious, so we stress **rigorously**. Create a running order that tells you everything that will happen - so everything gets remembered. The same applies to the weeks of planning and development. Set firm milestones and manage your contributors accordingly.

### 3. **Prioritise ruthlessly**

You will have huge demands on the time available and want to make the most impact. Use your objectives to test each contribution - every minute. How does it contribute to your objectives? Be ruthless.

### 4. **Build in contingency time**

Speakers over-run. Things don't go as planned. Build in contingency so you can recover the schedule when you need to, or create space when you want to. It is particularly important to finish on time.

### 5. **Pay close attention to the logistics**

Be organised. Where will you be, how will you get there, what will you need, who will provide it? Think about your guests. You'll need to feed and water them, manage communications and secure resources. Any one component can let you down.

### 6. **Front of house is important too**

On the day, you will be focused on managing contributors and seeing to the back-stage logistics. Your participants, however, are out front. It is they who decide how successful you are. So, you need to cater for their needs too. So much to do!

### 7. **Stay flexible**

Things change: opportunities turn up and people let you down. Hitting your objectives is what really matters, so stay alert for new ideas and have the flexibility to change your plans right up to the last minute, if you find a better way to meet them.

### 8. **Review, Rehearse, Review, Rehearse**

Take every opportunity (and ensure you create opportunities in your plan) to review your running order, and all your admin and equipment. Rehearse your contributors and review the running order again. Every time you go over it, ask yourself: *“What have I forgotten? What can happen that I haven't planned for - yet?”*

#### **Learn More:**

[Event Management](#) on 25 June @ Stone Castle near Bluewater.

## The Power of Planning

One of our Senior Associates introduced us to a lovely quote - thank you Michael. This led us to think of some of our favourite planning quotes. Here are three of them and our interpretation of how they apply to the world of work.

*"I have always found that plans are useless, but planning is indispensable."*

Dwight D Eisenhower

This one needs almost no explanation. It is the thought process that creates preparedness.

*"No plan of operations extends with any certainty beyond the first contact with the main hostile force."*

Helmuth von Moltke

Often mis-quoted as "no plan survives first contact with the enemy", it reminds us that **shift happens**. When managing a project or event, we need to stay flexible, constantly monitoring outcomes and intervening to keep control of our project, even if we can never control events!

One of our favourite quotes comes from the Japanese text, Hagakure. It says:

*"Matters of great concern should be treated lightly." - "Matters of small concern should be treated seriously."*

From this, we remember to pay attention to the details - they really matter.

**Learn More:** Introduction to [Project Management](#) on 10 July @ Stone Castle near Bluewater.

## Plan your Sales Calls

When you make a sales call, do you have a plan? This is valuable if you go alone, but essential if you go as a team. Here is an effective Sales Meeting Plan.

### Rapport

Take time to get to know your prospect or renew your relationship with your client.

### Opening statement

Set out your purpose for meeting.

### Diagnosis

Listen to your prospect and ask questions to establish her or his needs.

### Present solutions

Tailor your products or services to what you have just heard.

### Handle objections

Be prepared for objections and recognise that real objections indicate that the prospect is serious.

### Close

Don't miss the chance to confirm the sale. If necessary ask for it: "Do we have a deal?"

### Follow-up

... and don't lose the sale by failing to pay attention to the details.

**Learn More:** [Developing a High Performance Sales Team](#) on 18 June @ Salomons, Tunbridge Wells,  
[Telesales](#) on 2 July @ Chilston Park, Lenham,  
[Sales Essentials](#) on 3 July @ Boys Hall, Ashford,  
and  
[Sales - The Client Meeting](#) on 4 July @ Salomons, Tunbridge Wells.

## More Courses

<a href="#">Excel for Beginners</a>	18 June @ ITAP, Ashford
<a href="#">Word for Beginners</a>	26 June @ ITAP, Ashford
<a href="#">Access Advanced</a>	1 July, @ ITAP Ashford
<a href="#">Report Writing</a>	11 June @ Salomons, Tunbridge Wells
<a href="#">Finance for Directors &amp; Snr Mgrs</a>	17 June @ Salomons, Tunbridge Wells
<a href="#">Assertiveness</a>	19 June @ Chilston Park, Lenham
<a href="#">Develop High Performing Teams</a>	19 June @ Salomons, Tunbridge Wells
<a href="#">Influencing &amp; Persuading</a>	25 June @ Chilston Park, Lenham

**Too late? It's never too late.**

Two of our most popular courses are now **fully booked**, so if you want places on the autumn courses, it is a good time to book:

[\*\*Management Essentials\*\*](#)

Tunbridge Wells: 9 September

Ashford: 22 October

[\*\*Managing Under-performance and Difficult Behaviour\*\*](#)

Lenham: 17 September

Tunbridge Wells: 26 November

. . . and our popular [\*\*Management Programme\*\*](#) re-starts in the autumn too.

Bluewater: 11 Sep, 10 Oct, 18 Nov

Tunbridge Wells: 7 Oct, 6 Nov, 3 Dec