Principle and Practices

Case Study

Your department is a newly formed (within the past year) and your manager does not believe the public and other companies are fully aware of the services and products you offer. In order to increase public awareness of your organization, your manager has asked you to organize an event showcasing your services.

The guidelines that you have been given are:

Half -day event held locally.

Workshop or sessions will be held (number of sessions to be determined) related to topics/areas of concerns/new breakthroughs in you company’s business sector.

A social or networking event to be organized at the end of the day.

Sponsorship from other partners or organizations offering related products or services may be obtained to offset the costs of the event as well as to increase overall participation.

The event should be breakeven – income from registration and any sponsorship should offset expenses.

You will be responsible for (but not limited to):

* + - Marketing of the event
    - Accepting and tracking registrations for the event
    - Securing the location; coordinating setup of the location for the event
    - Obtaining sponsorship from other organizations (this may include allowing other organizations to have a booth or display material relating to their organization)
    - Develop agenda for the event; determine topics for workshops/sessions, locating speakers, etc.
    - Organizing volunteer/staff to run and manage the event
    - Organize social event; determine focus of event, organize door prizes, food/drink etc.