



# *Event* Creation & Management

**By: Ms. Whitney Mwangi**

*Health Communication Specialist  
Founder, The Story Book Enterprise*







# About The Session

## **SECTION 1: THE BASICS**

- 6 Key Features Of A Successful Event
- 2 Main Classifications Of Events

## **SECTION 2: THE ADDITIVES**

- 5 Key Questions For Event Creation
- 5 Functions of Event Management





# The Basics

...Getting Started

## 6 Key Features Of A Successful Event

1. Offer A Social Experience
2. Limited Duration/Timely
3. One-off/Infrequent
4. Tell A Story
5. Attractive
6. Unique





# The Basics

...Getting Started

## 2 Main Classifications Of Events

**BY SCOPE**

**BY THEME**

Main consideration – Available resources





## BY SCOPE:

# The Basics

## ...Getting Started

1. **Mega Events:** Have international appeal and global reach. Example: The Oscars and World Cup.
2. **Hallmark Events:** Have a distinctive quality attuned to a sense of local pride for the host country/community and international recognition. Example: The Africa Cup of Nations (AFCON)
3. **Major Events:** Have a strong public interest and therefore periodic. Example: The World Health Assembly, International AIDS Society Conference on HIV Science
4. **Local Events:** Have a social, fun and entertainment value with local communities as their primary target. Example: national day commemorations and initiation ceremonies





# The Basics

## ...Getting Started

### BY THEME:

1. Cultural celebration - festivals e.g, religious/ spiritual pilgrimage trails, El Camino de Santiago
2. Political – rallies, inaugurations
3. Music/arts – Coachella
4. Business and trade – trade fairs
5. Educational & scientific - workshops
6. Sports – competitions,
7. Private – weddings, baby showers





# The Additives

...Sugar, Spice & Everything Nice!







# The Additives

## Five Key Questions For Event Creation

1. What is the objective? *The strategic goal, expected outcome and anticipated activities*
2. Which resources are required to achieve this objective? *Time and human resources*
3. How much time is required to secure the availability of identified resources?
4. When can the event be hosted? *Date, month and year*
5. Where can we host the event given the tentative date and timeframes? *Climate, availability of adequate space/facility and accessibility*



The Additives

## 5 Functions of Event Management

1. Planning
2. Organising
3. Staffing
4. Leading and coordination
5. Controlling

“

*This will only be as good  
as your **TEAM** and  
**COMMUNICATION***

”





The Additives

## 5 Functions of Event Management

1. Planning
2. Organising
3. Staffing
4. Leading and coordination
5. Controlling

“

*This will only be as good  
as your **TEAM** and  
**COMMUNICATION***

”





# Communication

1. Form a group/committee for idea development and shared responsibility. Team work makes the dream work!
2. Have a before, during and after communication strategy that indicates the planned activity, the lead of each activity, expected outcomes and deadlines.
3. Depending on the classification of event, avail the appropriate media coverage that suites the tone of the event, the budget and objectives.
4. When necessary, have a dedicated social media person dispatching live updates of proceedings
5. Host all the documents on a virtual platform available to all event management crew as appropriate and a Whats App group for quick communication





# Young Team

1. Determined and passionate in their area of functioning. Let the planner plan and organiser organise!
2. Honesty and integrity especially in the area of resource/money management.
3. Good listening skills - ability to read the room and respond accordingly.
4. Creative and solution-oriented.
5. Organised and resourceful.





Thank you!

Q & A







Let's Chat



[www.whitneymwangi.com](http://www.whitneymwangi.com)



@whitney\_mwangi



@McneilWhitney



Whitney Mwangi

