

Event Management for EAs Session Breakdown

Session 1: From “What do we do?” to “Here’s the plan.”

- Event foundations, clarity and purpose
- Set clear event objectives and link them to business impact
- Use a strategic event brief template to lock in expectations early
- Map out timelines so nothing sneaks up on you
- Identify and prepare for the most common risks before they derail you

You’ll walk away with the structure to stop winging it and start leading it.

Session 2: Run Sheets That Save You (Not Stress You)

- Making the event-day blueprint your safety net
- Learn what goes into a professional-grade run sheet (and why it matters)
- Get the right level of detail for different-sized events
- Nail vendor coordination and communication before the day arrives
- Practise real scenarios so you’re calm when things change (because they will)
- Create a reusable run sheet template you can use for every event

This is where you move from “hoping it goes to plan” to “the plan covers everything.”

Session 3: Money, Mistakes, and Maintaining Control

- Budgets, reporting, and what to avoid at all costs
- Build a simple but bulletproof budget (with contingency built in)
- Learn three negotiation tactics that save money without begging
- Create a one-page post-event report that proves your strategic value
- Avoid the top mistakes that derail events with Tamara’s personal do’s and don’ts
- Leave with her insider checklist of industry best practices

You finish the course not just managing events — but owning them.