GTS Educational Events – Event Planning & Management Process

Plan 🗌	Fulfill	Assess
Our integrated planning services and documents ensure every last detail of the planning is addressed. The result is a well-organized educational event that meets or exceeds stated goals and expectations.	We will use what we learn in the planning phase to deliver upon program goals while meeting timelines and budget. We will successfully deliver on all tasks through regular meetings and communication, making adjustments as needed.	Determining the effectiveness and success of the event is a critical part of our process. We will use a number of tools and metrics to assess overall performance as well as key performance indicators.
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 Discovery In order to create a successful event, we will begin by conducting a thorough discovery and needs assessment. We will: Ask insightful questions to understand objectives, history and culture of the event, as well as any past, current or anticipated challenges. Analyze previous attendee and other stakeholder feedback Take the time to clearly identify objectives, operating parameters and procedures as well as limitations/risks. 	ExecuteOur experienced event management team will take care of all logistical details, including catering, room set-up, A/V, technology, decorations, signage and any other arrangements needed to make the event successful.Continuous Review – InternalThroughout the process, our internal team led by the program planner, will meet regularly to review activities and assignments, brainstorm ideas and opportunities for improvement, as well as troubleshoot any problem areas.	Review After the event, our team will meet to conduct an internal review of all contracted deliverables, discuss event details and document lessons learned. Evaluate To measure success, the event will be assessed based on mutually agreed upon goals and specific performance metrics established in the project plan. Assessment will include results of attendee/stakeholder survey and/or learning assessment tools. All event evaluation information will
Internal Alignment After the discovery phase is completed, we will align the right staff and resources to meet the event objectives. We will: Transfer discovery information with all identified team members Determine the most effective planning, management and implementation strategies Program Plan We will create a comprehensive project plan inclusive of goals, scope, work assignments, planning structure, key indicators/milestones, timelines and budget. Initial Client Meeting A kick-off meeting will be held to review, refine and approve the plan, and ensure alignment with roles, responsibilities, timelines, priorities and approach.	Track ProgressProgress toward all program plan components will be closely monitored, documented and shared with both internal and client planning teams.Continuous Review – ClientRegular meetings with client representatives will keep the client fully informed, allow for collaborative ideas, provide opportunities for critical feedback and strengthen the working relationship.Ongoing meetings will ensure: Clear communication of statusRefinement of program plansOpportunities to improve process and outcomes	 be documented and presented in a final event report. Report/Audit A final event report will include: Summary of event data (attendee, financial, etc.) Analysis of event data (event evaluation report) including attendee feedback, year-over-year comparisons, etc. Final financial audit accounting for all event revenue and expenses managed by GTS. Debrief A thorough, final "wrap-up" meeting will be conducted to review the final event report, discuss lessons learned and document recommendations for continuous improvement.