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**THE HOW TO GUIDE
TO RUNNING YOUR BEST EVER
TRAINING EVENT**



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Introduction

Training events are great opportunities to

- ✓ Develop your team
- ✓ Set new targets
- ✓ Motivate staff for the year ahead

A great venue can make a major difference to how the training event goes and how effect the training is back at work.

Based on years of expertise, these 12 steps show you how to run your best ever training event!



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1. What are your **objectives?**

What do you want to achieve?

- Develop new skills, reinforce previously learnt skills, develop teams?
- Always start at the top and create specific objectives that you want to achieve.

2. How many people are involved?



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If you are hosting a training seminar for 50 you have different needs to a smaller group of 6 - 12.

- From the start work out how many people are involved and your delegate profile
- When you know your delegate numbers you can narrow down your venue search.



3. **When** is the right time?

When do you need the new skills delivered?

- The timing should allow for mop up sessions for those who can't make the original dates
- Avoid key holiday times
- If you have flexibility with the time of year or days of the week, you have more options.



4. How long is your event?

Training events last from 0.5 days upwards

- Consider the time needed to cover your training agenda and allow time for breaks and feedback
- This may require venues with overnight accommodation that are close to transport links.



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5. **Where is your event?**

Depending upon your objectives, the number of people and the timing, you have options to hold your training event in town / city centre venues, on key transport links or out in the country which will allow your delegates some space and help them focus on the training event.

6. What **equipment** is needed?



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Presenters have different styles.

Some bring their own equipment and some are happy to use the venue's own.

- Check the presentation the day before to make sure it is loaded and updated ready for the session
- Do you need flip charts, pens, grounds, break out areas etc
- Check the venues on your shortlist have all the kit you need – and a technical expert on site to set up and run through rehearsals for you.

7. What does the venue **look like?**



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There is nothing worse than arriving at a venue that is set up theatre style and you've requested cabaret style or U Shape

Make sure you liaise very carefully with the venue so they meet your exact requirements.

8. Who is managing the catering?



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Today we live in a world where special diets include; Dairy Free, Gluten Free, Healthy Options, Low Potassium, Low Sodium, Sugar Free, Vegetarian, Vegan, nut allergies and religious options.

- How many breaks, how long have you got and what dietary requirements are needed?
- What style of service do you require; there are various options that achieve different objectives
- Training sessions are often remembered for the food, so it is essential to get this right!

9. What help do you need before the training event?



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Organising a training event or series of events is no small feat.

- Decide early on if you need extra help to manage pre event delegate registration, event and catering logistics, risk assessment, delegate packs and accommodation
- Venues have great teams but they are often managing many guests and may not be able to deliver maximum attention to detail to YOUR event

10. What help do you need during the training event ?



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Whether you've got 6 or 100 turning up on the day, consider how you will register the delegates, move them from one place to another and ensure they have the paperwork you wish to share.

Asking the admin team to pitch in does not always work – unless they've had event management training.

11. What is the **daily agenda**?



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Each day may have a different agenda.

- Who will manage this, make sure it is running on time and that the objectives are being achieved?
- Who is your contact person at the venue?
- Is the same person on shift for the entire event or will you end up explaining what you've asked for to 5 or more people?

12. What are the **take-aways**?



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Every training event should have a delegate pack.

- Who will collate the information, and print / add to the USB sticks?
- Who will distribute these and when?
- Advance planning will ensure a successful event.

And finally



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*Make sure you capture feedback and set
post learning objectives!*

*Find out what worked –
and what didn't,*

so the next event will be even better.



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Need a venue?

Are you looking to organise:

- ✓ Sales conference
- ✓ New product launch
- ✓ Business promotion
- ✓ Staff meeting
- ✓ Training event
- ✓ Workshop
- ✓ Road show
- ✓ AGM
- ✓ Team building
- ✓ Assessment centre

Ellis Salsby team has many years' experience in finding the best venue for your event, your location and your budget.



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Whatever your Event

We find venues for events

- ✓ Meetings
- ✓ Training Courses
- ✓ UK & Overseas Conferences
- ✓ Road Shows
- ✓ Team Building Days
- ✓ Dinners Dances
- ✓ Seminars
- ✓ Assessment Days

We organise every detail

- ✓ Projectors
- ✓ Full AV Kit
- ✓ Themed Rooms
- ✓ Entertainment
- ✓ Speakers
- ✓ Delegate Registration
- ✓ Overnight accommodation
- ✓ Transport

Why Ellis Salsby?



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Before, during and after our events, our clients have told us that they feel:

“Comfortable, knowing you’re managing it for us”

“Delighted you’re on board to deal with any issues”

“Happy with great feedback from delegates”

“Confident that Ellis Salsby manage the lot”

Contact Ellis Salsby Ltd



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**Really
Successful
Events**

