



Show Production Institute
Expert training courses for event professionals

The Excelsior
Hong Kong

“Learn how to develop, direct and deliver content for live events that will effectively influence the opinion & behavior of your audience.”

---Peter Pecotic

Peter Pecotic, Trainer & Co Founder offers over 25 years experience in Music, Film, Television, Theatrical and Event Production. He has worked on feature films such as Matrix 1 and was involved in the production of high visibility events and television advertisements for the UK Election Campaign. Peter has executive produced event projects for brands like: General Motors, The Guggenheim Museum, Group DANONE and the Shanghai Stock Exchange in destinations all across the Asia Pacific region.

About spi

The Show Production Institute is an Australian training institute with an Asia-Pacific reach that offers a variety of public and in-house courses to improve the core skills of current and aspiring event management professionals.

Our courses appeal to a broad cross-section of event managers like PAs & EAs in major MNCs, event managers in hotels, account managers in PR agencies and even individuals who want to design and deliver stunning events.

Why do this course?

Learn from international event professionals who will share:

1. The methodologies behind clearly defining your event’s strategic objectives
2. The processes behind creating an event experience to effectively and measurably influence the opinion of your audience
3. Tools to implement key elements that will achieve your event objectives
4. How to measure the return of your event’s investment
5. The tools to professionally manage and deliver world-class events – every time

This one day course has been designed specifically for event professionals who see the potential for live events to deliver the message to greater effect than any other medium and drive behavioural change in the audience. This course is for event professionals who want to make a difference!

Media Partner



Technology Partner

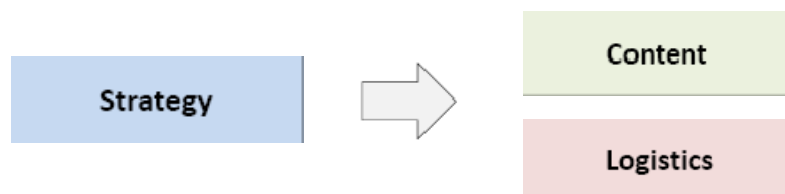


Part One: What makes a good event?

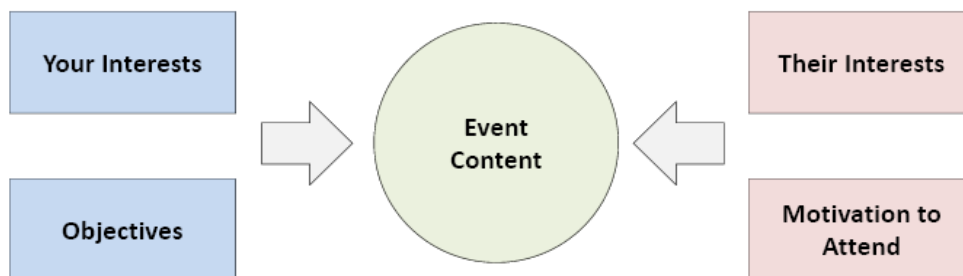
Session 1: Setting clear & measurable event objectives

Session 2: How to motivate attendance whilst keeping within your event objectives

Session 3: How to evaluate outcomes: measure event ROI



Know	State what you want the audience to know – a summary of the facts to be communicated
Feel	State how you want the audience to feel about the whole experience and how you want them to feel about the information they now know
Do	State very clearly what you want the audience to do as a result of the event

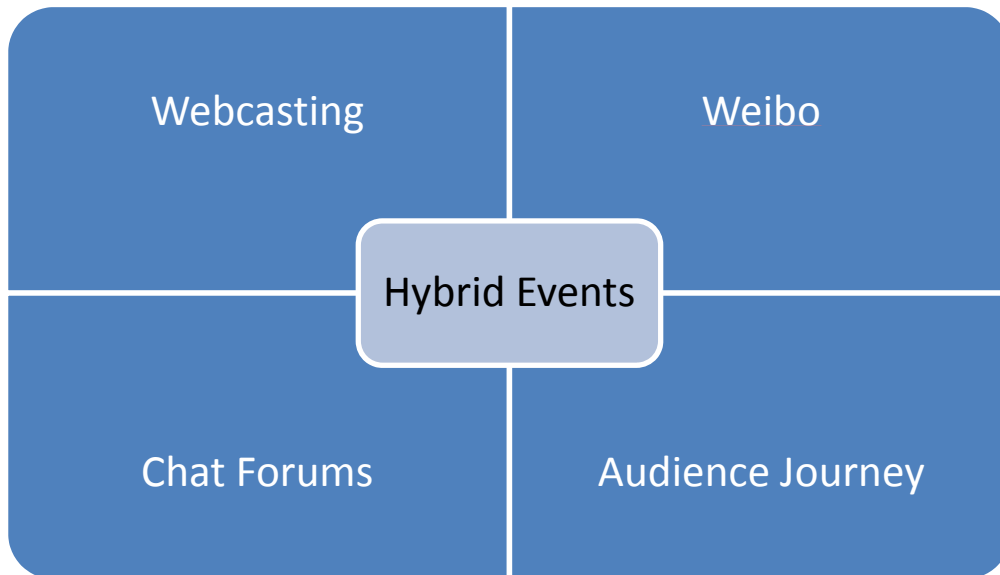


Part Two: Integrating Social Media & Other Digital Platforms to Enhance Your Event

Session 4: Overview of bringing social media into the delivery of events

Session 5: Hybrid Events

Session 6: Use one or many social media / online platforms to enhance the IRL (in real life) experience as well as the online experience



Part Three: Risk Management

Session 7: Plan B: Contingency planning & risk management

Session 8: Creating a secure and safe event environment – Risk management

Part Four: Cue it Up

Session 9: Developing the critical path timeline for logistics and content

Session 10: Directing the show

Event Name: Date:

Time	Action	Cue Point	Cue	Duration	LX (Lighting)	SX (Audio)	VX (Vision)	Staging
0845	Doors open	Event Manager	1	15	preset 1	track 1	holding slide	
0855	Stand by presenter	Event Manager	2	5				
0900	Presenter walk up	Event Manager	3	1	preset 2	voice over and then cue track 2	presenter slide	
0901	Presentation	Presenter on stage	4	40	preset 3	lapel mic	presenter to control slides	laptop on plinth centre stage with remote

Part Five: Lighting, Audio, Vision, Staging & Theming

Session 11: Introduction to using lighting, audio, vision, staging and theming

Session 12: Using lighting, audio, vision, staging and theming to enhance your event

Pre-course questionnaire:

To ensure that you gain maximum benefit from the event, a detailed questionnaire will be sent to you to establish some of your background information and exactly which of the topics covered in the seminar are of major importance to you and major issues related to those topics. The course trainer will analyse the completed forms. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Why Attend This Course?

In this intensive 1 day course, you will be trained to understand how events can be a more effective strategic communications tool with very measurable outcomes.

You will be guided through key concepts and trained on the use of fundamental event templates like cue sheets and critical path timelines. The following is a snapshot of some of these concepts and templates developed by the event management experts behind SPI:

Who Should Attend?

- Event Management Professionals
 - Marketing Professionals
 - Corporate Communications Managers
 - Sponsorship Managers
 - Personal Assistants / Executive Assistants
 - Hospitality Professionals
 - Account / Project Managers
 - PR Professionals
 - HR Professionals
 - PCO & DMC (M.I.C.E. Industry) Professionals
 - Purchasing & Procurement Professionals
- Across organisations such as:**
- Major multi-national corporations (MNCs)
 - Hotels & Venues
 - Consulates/Embassies
 - PR Agencies
 - Advertising & Communications Agencies
 - Local & International Government Departments
 - Chambers of Commerce
 - PCOs & DMCs

Workshop Schedule:

0815	Registration	1300	Afternoon session starts
0830	Morning session starts	1500	Refreshments and networking break
1025	Refreshments and networking break	1515	Session resumes
1040	Session resumes	1700	End of training
1200	Luncheon		



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Sales Contract

Please complete this form right away and fax / email back to
+86 21 6473 0600 or registration.china@showproductioninstitute.com

- One Day training @ USD 705 (HKD 5,500)
- Documentation Only @ USD 340 (HKD 2,670)
- Premier Plus – Bring 3 or more delegates and benefit from a 10% SAVINGS off the regular price
- On-site booking of future course– You are entitled a benefit from a 10% SAVINGS off the regular price

Once you have ticked your preferred option above, please fill in the following details and arrange for payment within 5 working days.

Name: _____

Job Title: _____

Tel: _____

Mobile: _____

Email: _____

Company: _____

Company Address: _____

Authorization:

(Signatory must be authorized to sign on behalf of contracting organization – this form is not valid without a signature)

Name: _____

Position: _____

Signature: _____

Date: _____

Confirmation Details: A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event date to facilitate catering and event preparation.

Cancellation: If you are unable to attend, a substitute delegate will be very welcome in your place. Unfortunately, registration fee is not refunded but can be credited to the future event. **Show Production Institute** reserves the right to cancel the event with notification and the payment will be credited to other events

Training fee includes: Fees are inclusive of training materials (both hard copy and soft copy), refreshments and daily lunch.

Notes: This training course will be conducted in English only

Payment Method & Terms: Paying By Bank Transfer / TT:

账户名称(Beneficiary Account): TURNINGPOINT LIMITED

银行名称(Bank Details): HSBC Hong Kong 银行地址(Bank Address): 1 Queen's Road Central, Hong Kong

银行代码(Bank Code): 004

账户号码(Account Number): 848-113288-838

Swift Code: HSBCHKHCHKH

Business Opportunities:

Sponsorship opportunities covering dinner, evening receptions and advertising in documentation packs or gifts are available. Please contact Tina Zhu on +86 21 6473 8353 or email tina.zhu@showproductioninstitute.com for further details.