

Table of contents

Introduction Organizing internal events	11
 Part A - Theory and processing	
 Chapter 0 Planning and organizing	15
0.1 Introduction	15
0.2 Objectives	15
0.3 Planning and organizing	15
0.4 Planning separate activities	17
0.5 Planning combined activities	19
0.6 Glossary	22
0.7 Final assignment	23
 Chapter 1 Organizing events	25
1.1 Introduction	25
1.2 Objectives	25
1.3 Event Stages	25
1.4 Phase 1: Concept development	27
1.5 Phase 2: Planning	34
1.6 Phase 3: Implementation	40
1.7 Phase 4: Evaluation	47
1.8 Quality	48
1.9 Glossary	50
1.10 Final assignment	51
 Chapter 2 Internal events	53
2.1 Introduction	53
2.2 Objectives	53
2.3 The concept of events	53
2.4 Forms of internal events	55
2.5 Program	61
2.6 Location	62
2.7 Catering	64
2.8 Catering types	64
2.9 Catering costs	66
2.10 Catering and staff deployment	67
2.11 Example	70
2.12 Glossary	74
2.13 Final assignment	75
 Chapter 3 Internal event: the meeting	77
3.1 Introduction	77
3.2 Objectives	77
3.3 A meeting	77
3.4 Different styles of meetings	83
3.5 Common designations	84
3.6 Internal and external meetings	85
3.7 Work before, during and after a meeting	85
3.8 Preparatory work	87
3.9 Work during the meeting phase	98
3.10 Glossary	103
3.11 Final assignment	104

Part B - Practical assignment

Practice assignment Internal events	107
-------------------------------------	-----

Part C - Appendices

Appendix 1 Written presentation	113
Appendix 2 Oral presentation	117
Appendix 3 Evaluation report	121