

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME CREATING SUCCESSFUL SEMINARSCOURSE NUMBER MKTG 1016 DATE JANUARY 1998Prepared by School of Business Taught to Part Time StudiesSchool Business Date Prepared JUNE 1997Term ALL Hrs/Wk 3 Credits 1.5No. of Weeks 7 Total Hours 18**PREREQUISITES**NONE**COURSE OBJECTIVES**

This course will provide an understanding of the value of the business seminar as a tool to achieve positive business results and the importance of the strategic planning and delivery process to ensure the effective delivery of the message.

COURSE OUTCOMES

1. Understanding what a seminar is, as well as the different types of seminar.
2. Learning the benefits of an effective seminar.
3. Learning how to strategically plan a seminar.
4. Learning the importance of targeting and understanding the needs of the appropriate audience.
5. Developing a working document to use as a guide for the planners, organizers and presenters.
6. Understanding of how to ensure delivery of effective presentations.
7. Learning how to manage the logistics and delivery of a seminar.
8. Understanding the importance and techniques of follow-up and evaluation.

EVALUATION

Final Examination	25 %
Seminar Plan	40 %
Presentation of Seminar Plan	25 %
Attendance & Participation	<u>10 %</u>
	100 %

REQUIRED TEXT(S) AND MATERIALS

There is no textbook required, and handouts will be provided at each lecture.

COURSE OUTLINE - MKTG 1016

(continued)

SESSIONS	MATERIAL COVERED
1	What is a Business Seminar Benefits Impact on Business Results Characteristics of a Successful Seminar Where to Position in the Buying Cycle Alternate Information Acquisition Methods
2	Initial Strategic Planning Process Objectives and Strategies Target Audience Identification Who to invite Issues and Needs Expectation and Benefits Budget Issues
3	Presentation Planning and Preparation Choosing the Appropriate Presenter Content Customization Application Focus Rehearsal and Coaching Seminar Plan Preparation
4	Speaker Support to Enhance the Delivery of Message Importance of Appropriate Audio Visual Selection Advantages/Disadvantages of Different Types Do's and don'ts Demo's/Displays
5	Logistics Invitations/RSVP Site Selection Catering Staffing Premiums/Giveaways Handout Packages
6	Seminar delivery Follow up Feedback and Evaluation
7	Final Exam