



PIM9204

Seminar on Business Innovative Management
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Ph.D. Business Administration

PIM9204 Semester 1/2567

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How to Plan a Seminar :

A16 – Step Checklists

By ANDREA TANG 18Th FEB 2023

1. Define your purpose and goals
purpose, goal, profit goal.
2. Put together a rough budget price
your event
3. Choose a date and Venue logistics
venue date speaker schedule
partnership

4. Decide on your event format

a hybrid format

5. Research your audience, speakers,

location and vendors

review your contact and ask

question before singing

6. Start your sponsor search

kind of sponsorship activations

cold email campaign

7. Finalize speakers

speaker fees and contents signed

8. Organize financials

keep your financial information under control and stay on track

9. Utilize your website

get sign off from stakeholders, update your site, handle increased traffic, make sure web mobile optimized

10. Start seminar promotion

develop your brand, create a Facebook Event, use event marketing template

11. Finalize venue details

catering, schedules, appropriate signage, head counts and content details, live streaming options

12. Plan your seminar agenda

share agenda with decision makers
for approval

Two months before : Finalizing details
Webinar in sight, transportation,
parking, map and more

13. Convince interested event-goers use retargeting ads., send email over the next three to four weeks
14. Finalist schedule, scripts and materials

15. Update your stakeholders directions on where to go and how to get there
16. Confirm the timings of your vendors vendors to ensure everyone arrives at the nighttime

The day before

Comprehensive/ checklists to event

Make sense your seminar plan has a right place.

After the seminar

Follow up learn what worked and what didn't.

Ready to plan a successful seminar?
with event right's guide
On setting up your event on hand,
planning seminar for the next event

Q & A





THANK YOU!

Asst.Prof.Dr.Chaithanaskorn Phawitpiriyakliti