

# The Art of the Event

## What

Case Studies in Successful Event Management

The students on the 2014/2015 **MA in Public Relations with New Media** course cordially invite you to attend 'The Art of the Event', a seminar on event management to be held as part of CIT's Innovation Week. It promises to be both educational and entertaining, with guest speakers who, as leading practitioners, specialise in planning a diverse mix of political, sporting, music and interactive online events in Ireland and across Europe. We hope to harness their collective wisdom to establish event management best practice and address various questions of interest:

- What makes a successful event? What are the core competencies of a successful event manager?
- Do organisations consider resources spent on live events worthwhile? Is the hassle and expense justified?
- What can be done to control event costs?
- What are events designed to achieve? More particularly are there specific public relations goals?
- With the explosion in 'always-on' social media and web connectivity are live events still relevant?
- Are exclusively online events the future? Or are the real and the virtual complementary?

Attendees will be afforded an opportunity to ask their own questions following each presentation. This is an open event; no booking is required.

## Where

NIMBUS Seminar Room, NIMBUS Centre, CIT Campus, Bishopstown, Cork

## When

Tuesday 10th March, 2015, 09:30am – 12:30pm

## Schedule

- 09:30 – 09:40  
Opening remarks by Susie Santry
- 09:40 – 10:10  
Speaker 1, **Trish Drinan**, introduced by Casey Grace
- 10:10 – 10:40  
Speaker 2, **Tom Fabozzi**, introduced by Peter Keogh
- 10:40 – 11:00  
Break for refreshments
- 11:00 – 11:30  
Speaker 3, **Roderick Udo**, introduced by Emer Harrington
- 11:30 – 12:00  
Speaker 4, **Conor Barron**, introduced by Conor Buckley
- 12:00 – 12:30  
Closing discussion, time permitting, moderated by Emmett Coffey, MA Course Coordinator

Attendees are asked to show respect to the speakers, and to other attendees, by not entering or leaving the seminar room during presentations.

**CIT INNOVATIONWEEK**

## Guest Speakers



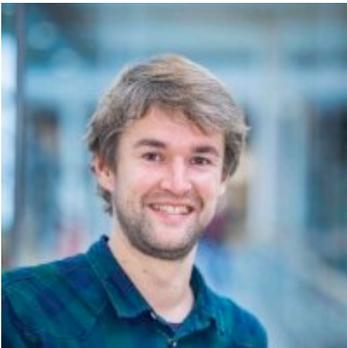
### Trish Drinan

Trish Drinan is Event Manager with **Munster Rugby**, one of the most high profile clubs in the world. She is responsible for organising match days in Thomond Park, Limerick, and Irish Independent Park, Cork. In her 10 years with the club, she has delivered high profile European games, playoff fixtures and international matches as well as coordinating the official openings of both Thomond Park in 2008 and Irish Independent Park in recent weeks. In 2012 Trish worked as a Venue Operations Manager for the **London 2012 Olympic Games**, and later this year will be Match Manager for Twickenham Stadium at the **Rugby World Cup**, where 10 games will be staged, including the Final. She is currently studying for a Business Management degree at CIT.



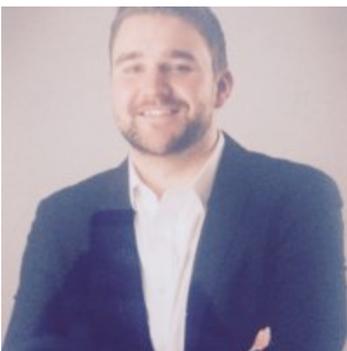
### Tom Fabozzi

Tom Fabozzi is Director of Media and Election Planning for **Fine Gael**. He had previously been the party's Director of Media and Research. Tom spent 15 years in both print and broadcast media, including stints as Senior Producer at **TV3**, where he won an IFTA award in 2010, Senior Broadcast Journalist at **Lite FM** (now Q102), and Journalist at Dublin's **98FM**. Tom has an MA in Political Communication from DCU and is presently pursuing a PhD in Communications there.



### Roderick Udo

Roderick has been working with **Applepop**, one of the major Dutch music festivals, for 10 years. He is currently festival programmer and spokesman, and was previously Communications Manager. Applepop hosts over 100,000 visitors each year and entry is free. As one of the associates in UK-based company **BiGiAM Music Management and Promotions**, Roderick also manages artists, including Dutch rock band Navarone and the European schedule of UK singer Jo Harman. He also works as a lecturer and researcher at **HU Utrecht Business School**; he teaches economics and business courses, and conducts research, mainly in business model dynamics and crowdfunding.



### Conor Barron

Conor is Digital Marketing Executive with **Bord Gáis Energy** (BGE). He was Project Manager for the innovative and hugely successful #BordGaisJedergy campaign. The campaign, intended to drive awareness of BGE's sponsorship of the Bord Gáis Energy Theatre (BGET) and launch BGE's Google+ brand page, included a Google+ 'Hangout On Air' with Jedward, who were performing at the BGET, and a 1-hour @planetjedward 'takeover' of the @BordGáisEnergy Twitter account. Conor was previously Marketing Administrative Assistant at **Bord Bia** where he was a member of the New Media Implementation Team. He has an MSc in Electronic Commerce from DCU.

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