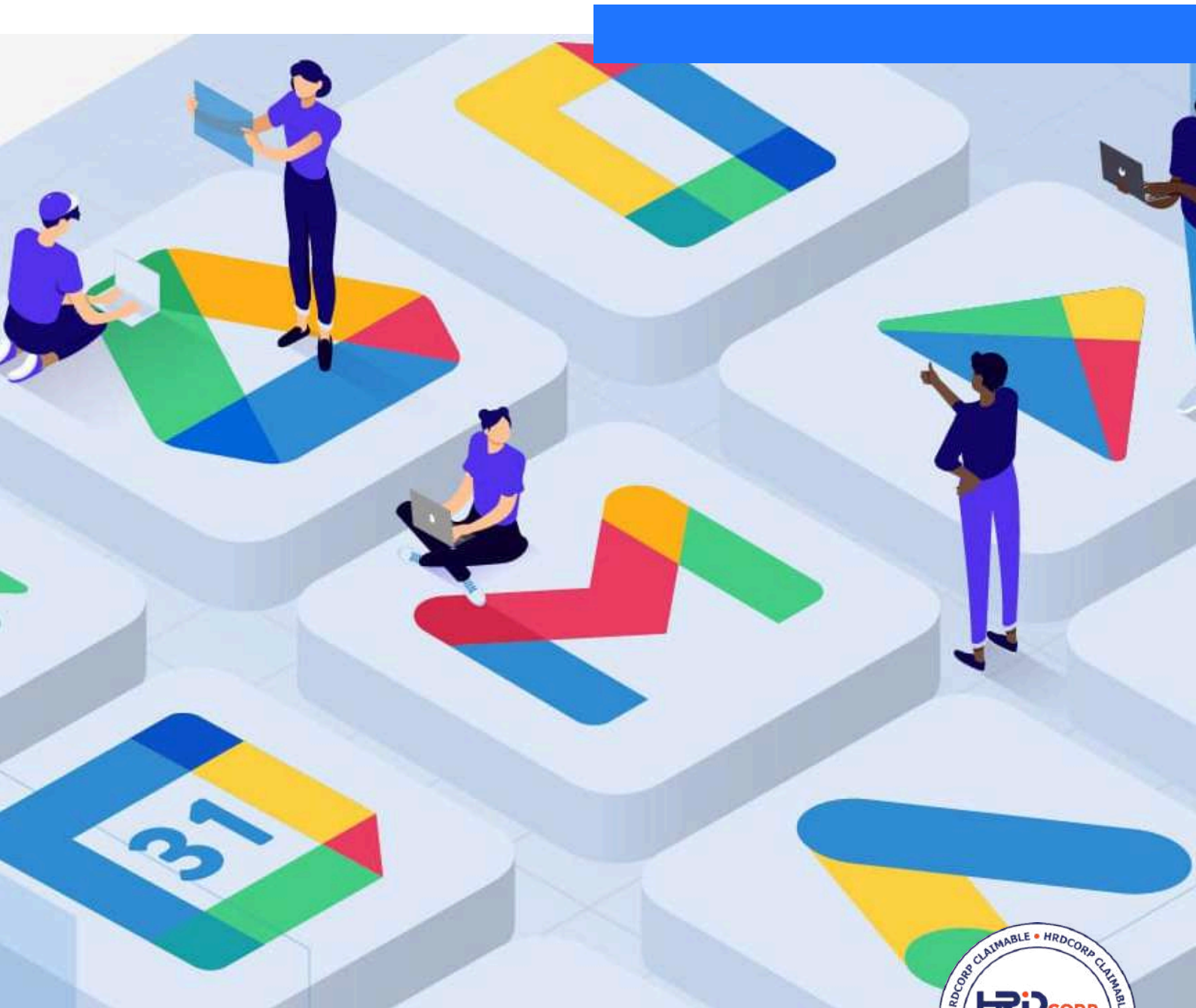


COURSE OUTLINE

Mastering Event Management with Google Workspace



Mastering Event Management with Google Workspace

Duration: One day (9:00 am to 5:00 pm)

Method: Instructor-led

Mode: Physical

Level: Beginner to Intermediate

Instructor: Fahim Zulkafli/Lim Li Chong (Onion)

Overview

This comprehensive two-day course is designed for professionals, event management companies, educators, and frequent organizers. It provides a detailed exploration of how to use Google Workspace tools—including Google Docs, Sheets, Slides, Gmail, Google Meet, Google Drive, and Apps Script—for managing events both online and face-to-face.

Participants will learn how to plan, execute, and analyze events effectively while discovering advanced integrations, such as generating personalized certificates through Google Workspace automation. Practical case studies, hands-on exercises, and follow-up resources ensure skills can be applied immediately.

Course Objectives

- **Plan Events Efficiently:** Equip participants with practical skills to plan events comprehensively using Google Docs and Sheets.
- **Enhance Communication:** Teach effective communication strategies with Gmail and Google Meet, including the use of breakout rooms for online events.
- **Design Engaging Materials:** Demonstrate how to create promotional and informational materials using Google Slides.
- **Manage Resources Effectively:** Show how to organize and share event resources using Google Drive.
- **Automate Tasks:** Introduce Google Apps Script to automate repetitive tasks in event management.
- **Analyze and Report:** Provide skills for post-event analysis and reporting using Google Forms, Sheets, and Docs.
- **Real-World Application:** Utilize case studies to illustrate best practices and innovative uses of Google Workspace.

Who This Course is For

This course is suitable for:

- **Event Professionals:** Individuals involved in planning and managing events.
- **Event Management Companies:** Teams seeking to streamline their event processes.
- **Educators:** Teachers, lecturers and administrators organizing educational events, seminars, or conferences.
- **Frequent Organizers:** Anyone who regularly organizes events and wishes to enhance efficiency.

Prerequisites

- Basic familiarity with Google Workspace or similar office productivity tools.
 - Basic computer literacy.
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Morning Session

Module 1 — Planning and Coordination with Google Workspace

Overview:

- Creating event agendas and task lists with Google Docs.
- Managing budgets and schedules with Google Sheets.
- Effective use of Gmail for sending invitations and tracking RSVPs.
- Leveraging Google Meet for virtual planning meetings and breakout rooms.

Practical Activity:

Participants will create a sample event plan, including an agenda in Google Docs, a detailed budget in Sheets (with conditional formatting), and a professional email invitation in Gmail. They will also simulate a planning meeting in Google Meet, utilizing breakout rooms for team discussions.

Learning Outcome:

Participants will develop the skills to plan and coordinate events collaboratively, using Google Workspace tools to streamline communication and organization.

Afternoon Session

Module 2 — Execution and Resource Management

Overview

- Structuring shared folders in Google Drive for resource management.
- Creating engaging promotional materials using Google Slides.
- Automating repetitive tasks with Google Apps Script, such as generating personalized certificates.

Practical Activity

Participants will organize a shared folder structure in Google Drive, categorizing resources like agendas, presentations, and attendee lists, and assigning appropriate permissions for secure collaboration. They will then design a visually appealing promotional slide deck in Google Slides, incorporating multimedia elements such as images, animations, and consistent branding. Finally, participants will automate the generation and distribution of personalized certificates using a provided Google Apps Script. They will test the script by linking a certificate template in Google Docs to attendee data in Google Sheets, automating certificate creation and email distribution.

Learning Outcome

Participants will learn to efficiently manage event resources, create impactful promotional materials, and save time by automating repetitive tasks using Google Workspace tools.

Module 3 — Post-Event Analysis and Reporting

Overview

- Designing feedback surveys with Google Forms.
- Analyzing feedback and attendance data in Google Sheets.
- Creating post-event reports in Google Docs.
- Reviewing real-world case studies for practical insights.

Practical Activity

Participants will design a feedback survey in Google Forms, simulating data collection from event attendees. Using sample data, they will perform analysis in Google Sheets, applying pivot tables and creating visual charts to summarize key insights. To

conclude, participants will draft a professional post-event report in Google Docs, integrating their findings and suggestions for future improvements. Throughout the session, participants will review a case study of a successful event managed with Google Workspace, identifying key strategies and best practices.

Learning Outcome

Participants will develop the ability to evaluate event performance through data analysis and communicate their findings effectively to stakeholders in a structured, actionable format.

Closing Session

- Recap of all key learnings.
- Open Q&A session to address queries and clarify concepts.
- Networking opportunities for participants.
- Discussion of follow-up resources and next steps for implementation.



HARMONIZING OUR SKILLS WITH YOUR ASPIRATIONS

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